

VOL 5 ISSUE 3 SourceLine



Find Close-out Deals
at Source's S³ Website

Source North America's new retail website, [Source Simple Solutions \(S³\)](#), features more than 3,000 fueling products including a new promotional [close-out section](#). Here customers will find nozzles, POS displays and more at significantly discounted prices (while supplies last). To browse our station equipment and close-out deals, please visit [shop.sourcena.com](#).



Outlook for Growth

[PEI](#) identified these growth opportunities for the petroleum equipment industry:

- Energy conservation and regulatory compliance
- Loyalty program and EMV equipment, back office software and POS
- Car washes, fixtures, LED lighting, security systems, liquid-handling equipment, lifts, lube equipment and DEF systems
- LNG, CNG, E15, E85, E25, electric, hydrogen fuel cells and bio-fuels
- Government fuel incentive programs
- Increased demand from commercial, industrial and governmental sectors
- Growth of regional high-volume retailers (HVRs), big-box retailers and progressive C-stores
- Vapor recovery decommissioning
- At-dispenser media and lottery
- Fuel quality testing
- Changing onerous state regulations
- Privatization of state-run oil companies in international markets
- The co-optimization of Fuels and Engines initiative



Station Outlook Is Full of Potential

The retail fuel industry is showing signs of growth as the number of stations has increased the past couple of years. To stay competitive amid the changing marketplace, fuel retailers should pursue investments that could boost their margins. Here are a few strategies to consider:

Emerging fuels. Although we can't foretell which alternative fuels will become mainstream, E15 and biodiesel, in particular, are showing signs of growth. Adding one or both of these fuels will likely attract new customers.

Marketing platforms. Media-rich dispensers drive in-store traffic. Proximity marketing systems, which utilize location technologies such as NFC or Bluetooth to engage customers on their smart devices, resonate with young consumers and yield high conversion rates.

Mobile payment technology. More consumers are utilizing a mobile wallet, with millennials and higher-income households leading the way. Diversifying your payment platforms may attract customers with more disposable income, reduce your site's credit card fees and increase customer throughput.

Powerful software programs. Today's back-office, fuel management and POS programs not only automate traditional bookkeeping and reporting procedures, they simplify data analysis. By presenting actionable information, they help managers reduce operating costs and increase profits.

Maximize branding. One study showed that stations leveraging corporate branding to present a familiar and tidy appearance increased customer loyalty. Aligning with a corporate partner that supports brand recognition could increase throughput.

Watch [Fuel Marketer News](#) for Source's "Fueled for Thought" column to learn more about the outlook for station growth.

H₂O + CO₂ =
Fuel of the Future?



Could H₂O and CO₂ be the formula for a carbon-neutral fuel? Audi thinks so.

The automaker in collaboration with Sunfire, a clean technology company, is producing a synthetic fuel from just two raw materials: water and carbon dioxide. The e-Diesel can be refined into diesel or gasoline, is carbon-neutral and results in quieter automotive performance. The viability of e-Diesel in the U.S. is somewhat questionable, however, as diesel prices are low and scalability of the fuel is as-yet uncertain.

Learn more about blue crude in this [National Geographic article](#).

Can You Imagine Petroleum Prohibition?

Sweden proclaimed last year that it would be the first country to become the world's first fossil fuel-free nation. Another European country is looking to "go electric" by eliminating gasoline and diesel vehicles from its roadways.

The lower house of the Dutch parliament approved a proposal recently to prohibit the sale of new gasoline- or diesel-powered cars starting in 2025. Under the proposal, existing diesel and gasoline cars in the Netherlands would be permitted. Can you imagine the U.S. government taking such actions? Read this article from [Petrol Plaza](#) to learn more.



FGS Issues Important Bulletin About Fittings

NOV/Fiber Glass Systems (FGS) has issued an important notice to installers regarding its 2" Primary Molded Fittings.

FGS recently introduced 2" Primary Molded Fittings designed to be compatible with both Red Thread™ IIA pipe and Dualoy™ pipe. However, the bell dimension of the new fittings is larger in diameter. Under certain conditions 2" Red Thread™ IIA pipe bonded with 8000 series adhesive will insert past the end of the tapered bell in molded 45-degree and 90-degree elbows, tees and bushings, leading to poor bonds. Therefore, installers should check the settings on their tapering tools, measure the dry insertion prior to bonding, or check with the manufacturer if they are unsure about their fittings.

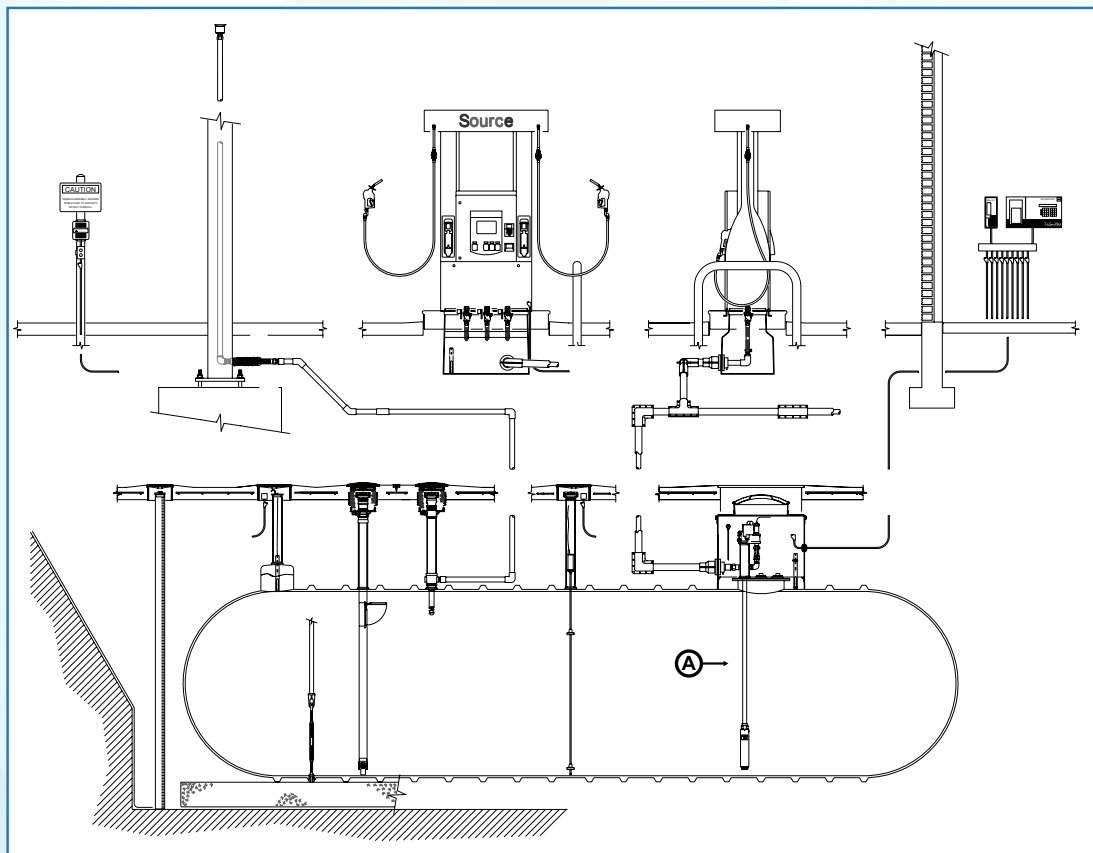
[Please read the full announcement here.](#)

Employee Training Focuses on the Customer



Source staff members recently attended a three-day customer service representative meeting in Dallas to focus on the customer, enhance their customer support skills and learn about best practices. More than 50 Source employees participated in the training event, which was held April 8-10. "Investing the time to recharge our customer focus is 100 percent in alignment with Source's core values," said Joe O'Brien, Source's Vice President of Marketing.

Equipment Guide: Understanding the Value of Submersible Pumps



Pictured in the Diagram:

A. A submersible pump draws fuel from inside the storage tank, pushes it through the piping to the dispenser for fueling.

What submersible pumps do:

Submersible pumps transfer fuel from aboveground or underground storage tanks to dispensers.

How submersible pumps work:

A submersible pump is engineered to be submerged in fluid. As such, submersible pumps are installed inside the storage tank, with the pump intake set a few inches from the bottom of the tank. The pump motor pushes the fuel under pressure through the piping system to the dispensers. Submersible pumps are available in variable- and fixed-speed configurations and are specified for numerous motor fuels including alternative fuels. Submersible pumps are designed to provide dependable, consistent flow rates and for easy maintenance.

Source solutions: Source is proud to offer submersible pumps from FE Petro™ and Red Jacket. Call (800) 572-5578 to order a submersible pump today.