

VOL 6 ISSUE 6 SourceLine



Wishing you a merry Christmas, a great new year and happiest of all holidays!



Ace Tank Marks 80 Years of Service

[Ace Tank & Fueling Equipment](#) is celebrating its 80th year of providing "Innovative Solutions ... Extraordinary Results" to a broad range of markets in the retail and commercial fueling segments. Recent achievements at Ace Tank include launching a free online [Tank Chart Generator](#). Please join us in congratulating them!

Find Station Essentials at Source's S³ Website



Source North America's retail website, [Source Simple Solutions \(S³\)](#), features more than 3,000 fueling products. Here customers will find nozzles, hoses, breakaways, filters and other fuel island items ready for immediate shipping. To browse our selection of station equipment, please visit [shop.sourcena.com](#).

2017 & Beyond: Is Higher Octane a Formula for Success?



High compression engine technologies could help automakers meet existing Corporate Average Fuel Economy (CAFE) standards. Therefore demand for high-octane fuels could increase. As such it would be wise for retailers to supercharge their octane knowledge. Let's review some of the basics.

Q: What does an octane rating represent?

A: According to [www.fueleconomy.gov](#), octane rating is the measure of a fuel's ability to resist "knocking" during combustion.

Q: How is the value of an octane rating determined?

A: In the United States, a fuel's octane rating is the average of two performance testing methods: Research Octane Number (RON) and Motor Octane Number (MON). On dispensers, this average is represented as (R+M)/2.

Q: What are the benefits of HOFs (High Octane Fuels)?

A: In combustion engines, HOFs offer a more efficient compression ratio, which leads to fuel economy. Traditional engines run at about a 12:1 compression ratio; higher octane fuels can increase the ratio to 14:1.

Q: How can fuel support a higher octane rating and be offered at an affordable price point?

A: According to research conducted by Oak Ridge National Laboratory (ORNL), E25 or E30 could deliver fuel-efficiency gains of 5% to 10%, compared to engines that run on E10.

Q: What are some of the challenges surrounding the introduction of higher octane fuels into the marketplace?

A: Higher octane fuels likely will come from higher ethanol blends. A 2017 Fuels Institute study reports that corrosion and lubrication impacts of fuels with 25% ethanol (or less) are relatively negligible, although elastomer seals would have to be upgraded. However, as PMAA highlights, the vast majority of the nation's retail outlets cannot legally store and dispense blends of gasoline over 10 percent ethanol, since existing equipment is typically certified for a maximum E10 blend.

For more information about octane, visit the [Fuels Institute](#), and pay heed to the mid-term evaluation of the CAFE standard expected by April 2018.

From Source's Archives: A Few Good Reads



Source has published educational articles in its newsletter since 2012.

Below are links to a few of our "greatest hits." Find many more at [www.sourcena.com/sourceline-news-insights/](#).

Business Strategy:

- **The Laws of Customer Attraction:** C-stores will drive profits by [understanding their local market](#) and capturing revenue through [new business models](#).
- **The Station of the Future:** As [new station concepts](#) illustrate, expansion of alternative fuels becomes an issue of land use.
- **5 Strategies to Grow the Bottom Line:** The retail fuel industry is showing signs of growth. Consider implementing one these [five strategies to maximize profits](#).

Equipment Education:

- Revised [UST Regulations](#)
- Lower-Cost [Containment Sump Testing](#)
- Learn about [monitoring wells](#), [spill containment buckets](#), [dispenser filters](#), [dispensing hoses](#), [magnetostrictive probes](#), [thread sealant](#), [overflow prevention valves](#), [submersible pumps](#) and [flex connectors](#) in our Equipment Guide.
- Advantages of [LED Lighting](#)

Fun with Alternative Fuels:

- [Willy Wonka Would Be Proud](#) of This Fuel
- [Strange Brew: Beer and Whiskey](#) Fuel Innovation
- [Where's the Beef? Up in the Sky](#)
- [Brown is the New Green?](#)

Source VR Breaks New Ground at NACS Show

The 2017 PEI Convention at the NACS Show was a huge success. Almost 25,000 people attended the NACS Show, which was held in Chicago in October. Visitors to the Source booth were eager to try Source's unique and educational Virtual Reality experience.

"VR is a great way to learn about underground fueling infrastructure," said Joe O'Brien, Vice President of Marketing for Source. "It was really rewarding to see people understanding how the equipment interconnects, and having fun at the same time." [Learn more about Source's 3D immersion experience here.](#)

Source looks forward to seeing you at the 2018 show, Oct. 7-10 at the Las Vegas Convention Center!



PEI: Notes from the Underground



Several new underground infrastructure products were exhibited at PEI:

- **Bravo:** New rotation lock sump lid option includes a vacuum release port that creates a tight seal. The lid also stores a convenient, easy-to-use tool for opening the lid.
- **Franklin Fueling:** Poly conduit extensions in new UPP™ electrofusion additions make the conduit/sump entry-point truly seamless.
- **OPW:** New tank sump with junction box is integrated into the sump's construction. It includes multiple sealed entry points for electrical or data lines.
- **Petroleum Containment:** New fiberglass sump entries can be used at new installations or to repair entries of fiberglass pipe to fiberglass sumps.
- **Universal Valve:** EPA-compliant spill containers meet new UST regulations.

[Contact your Source representative](#) for information about these new products.

See For Yourself: Explore Infrastructure in 3 Videos

More than 100 visitors from all aspects of the fuel industry enjoyed [Source's Virtual Reality experience](#) at the 2017 PEI Convention. The fun and educational 3D immersion experience presented a new way of viewing tanks – from the bottom up.

Source North America invites you to [visit our YouTube channel](#) to go below the surface and explore the world of underground infrastructure through a trio of short videos. The videos showcase the VR experience that was a hit at PEI:

[Overview of Infrastructure:](#) View an underground storage tank, underground piping and get a feel for how the various components interconnect.

[Go with the Flow:](#) This animation explores how fuel flows from the tank through piping to the dispenser.

[Overfill Prevention:](#) See how this essential compliance component prevents the overfill of underground storage tanks.

Watch for Source's VR experience at a 2018 trade show happening near you.



**Go UNDERGROUND
with
Source**

...TO UNEARTH A GAS STATION'S FUELING SECRETS
WITH A VIRTUAL REALITY EXPERIENCE