

# VOL 4 ISSUE 2 SourceLine



Source™ North America Corporation is proud to serve you for over 35 years as the industry's central source for fueling equipment solutions.

## New Standard for Freight Calculation

Two major courier delivery services — UPS and FedEx — recently changed their methods for calculating package weight, which directly impacts the billable weight passed onto customers.

Under the new calculation, shipping costs are determined by which of the following two values is greater: the dimensional weight of the package or the actual weight. The change stems from inefficiencies created by disproportionate shipping containers. As a result of recent e-commerce shipping trends, companies are shipping small items in large boxes, which results in wasted cargo space. With the change, large, lightweight items will likely be charged at a higher rate than before.

Source™ North America is currently evaluating its shipping procedures to assess the impact of the new calculation methods.

"Source is reviewing its shipping practices to ensure our customers realize economical and dependable transport of Source products," said Joseph O'Brien, Vice President of Marketing for Source. "We expect the calculation change to have minimal impact on our customers."

Should you have any concerns, please call 800-572-5578.

## 2015 Story to Watch: Mobile Wallets Drive C-Store Sales

Mobile payment technology is rapidly evolving — not only to deliver convenient and secure mobile payment options to fuel consumers, but to help fuel retailers drive sales from the forecourt to the C-store.

Two wireless technologies — Near Field Communication (NFC) and beacons — are at the forefront of this marketing trend. Both technologies are capable of delivering rich, customized content to consumers over their smartphones or tablets. Whether presenting customers with loyalty rewards programs, coupons or ads, or tempting fuel-only consumers to check out a can't-miss deal inside the store, both NFC and beacons represent a tremendous opportunity to engage with customers.

### About Beacons

Beacons utilize a low-energy Bluetooth signal to transmit messages directly to Bluetooth-equipped mobile devices that have a retailer's app installed. The mobile device uses location-tracking to alert the app that the consumer has approached (or left) the area. While in the vicinity though, the beacon can transmit highly targeted messaging.

With an estimated 570 million Android and Apple smartphones already Bluetooth-enabled, the marketing opportunity is obvious. However, because the beacon technology is still so new, the ROI is as-yet unproven. Additionally, Bluetooth mobile wallet technology is somewhat redundant to other mobile marketing platforms, such as NFC, that some retailers may have already deployed.

### About NFC

According to research from IHS Technology, NFC-equipped smartphones could reach 1.2 billion by 2018. NFC utilizes radio frequency identification (RFID) and slightly less power than Bluetooth to enable mobile devices equipped with NFC chips in close proximity of one another to share data — users only need to wave their phone close to an NFC device to engage communication. Some petroleum equipment manufacturers — including Gilbarco Veeder-Root and Wayne — are already adding NFC support for dispensers, which is beginning to be deployed at gas stations.

To learn how a mobile wallet and proximity marketing system can benefit your retail fuel site, read this [CSP Magazine article](#) about beacon technology, or email a request for additional information to Source's Joe O'Brien at [jobrien@sourcena.com](mailto:jobrien@sourcena.com).



## A User's Guide to the New 2015 UL Standards

The world of UL Certifications can be a confusing place. With a revised UL certification that will impact fuel marketers expected to be released later this year, it is important that fuel retailers have a basic understanding of what existing and future UL certifications mean to their operation.

### Q: What does a UL standard certify?

A: [UL](#) tests products to ensure they meet the UL's safety standards. A certification simply means the product has been tested and met those standards.

### Q: How do the UL standards apply to fueling equipment?

A: There are numerous certifications for various kinds of fuel equipment — from pumps to swivel connectors. Three key UL certifications — 87, 87A, 87B, and 87C — certify that dispensing devices ranging from dispenser impact valves to hanging hardware are fire-rated for use with a host of common fuel types.

### Q: What will the new standard coming out later this year certify?

A: Details are still pending, but a revised certification of [UL 2586](#), which could be released as soon as April, is expected to address additional ethanol blends and other new fuels.

### Q: What are common misconceptions about UL Certifications?

A: While UL Certifications are a valuable benchmark for safety, they are limited to the specific criteria of UL standards; they do not certify product compatibility. Product manufacturers are responsible for demonstrating compatibility.

For help navigating the world of UL certifications, contact your local Source representative or call 800-572-5578.



## Featured Product: Curb Pump Dispensing Hose

Source is proud to offer a Curb Pump Dispensing Hose With Chrome Plated Ends that present a sharp, polished image on the forecourt.

The curb pump hose, which is assembled at Source's Illinois facility, is ideal for conventional dispensing pump applications that require a hard-wall construction for full flow and no internal spring guards. The durable wire-braid construction provides kink resistance, low computer creep and long service life. An extra-large hex nut is available to make installation at the dispenser easy.

UL 330 guidelines, which took effect Jan. 1, 2013, require the use of approved flammable liquid hose assemblies, which consist of flexible hose and fittings suitable for attachment to flammable liquid dispensing equipment. Source's Curb Pump Dispensing Hose With Chrome Plated Ends is UL 330 and ULc approved. It can pump traditional and alternative fuels including gasoline, diesel, ethanol up to E10 and biodiesel up to B5. It is available in standard sizes including 5/8-inch and 3/4-inch I.D. hose with swivel or non-swivel 3/4-inch ends, and 1-inch I.D. hose with swivel or non-swivel 1-inch ends.

The hose is available in a variety of standard lengths ranging from 8 feet to 17 feet. Whip hoses are available in 8-, 10- or 12-inch lengths. Custom curb pump dispensing hose lengths can be special ordered. The tubing is made of nitrile synthetic rubber (ORS) and is approved for -40°F to 140°F (-40°C to 60°C).

## Source North America Committed to 'Listening, Solving, Delivering' at 2015 Winter Trade Shows

Source™ North America was proud to exhibit at several trade shows during the first quarter of 2015.

Source attended the annual WPMA (Western Petroleum Marketers Association) Convention & Convenience Store Expo Feb. 17 to 19 at The Mirage Hotel in Las Vegas, NV, where Booth 419 featured several fueling equipment solutions, including products from NCR and AceTank. Both [NCR](#) and [AceTank](#) were featured in this [WPMA video](#) from Fuel Marketer News.

Source then headed to the East Coast for the 34th annual Southeast Petro-Food Marketing Exposition March 4 and 5 at the Myrtle Beach Convention Center in Myrtle Beach, SC, as well as the New England Convenience Store Association (NECSA) March 18 at the DCU Center in Worcester, MA.

From booth 801, the experts from Source joined other industry leaders from Illinois, Indiana, Kentucky and Ohio for the Midwest Petroleum and Convenience Tradeshow and Convention (M-PACT) March 24 to 26 at the Indiana Convention Center in Indianapolis, IN. The event featured more than 450 exhibitors.

"Every trade show represents an invaluable opportunity for Source to touch base with customers," said Joe O'Brien, vice president of marketing. "Our primary goal is to listen to our customers' needs, learn from them and deliver the solutions they need to improve their retail operation."

## Contractors Learn About New Products, Discuss Industry Challenges During Educational Seminar

Source welcomed contractors to its Addison facility March 17 for an informative seminar, sponsored by Walsh, Long & Company.

Source's own Jeff Dzierzanowski (pictured on the left), along with Ryan Riggs of Hose Master Inc. (center picture) and Micah Nelson of Bravo (right picture), made presentations. Nelson showcased Bravo's Titan Manway Covers, Under Dispenser Containment systems, FPS Series Retrofit Fittings and more. Riggs presented Hose Master's flex connectors and QuickClamp components, and also covered installation best practices. Dzierzanowski discussed how Chicago's proposed E15 ordinance will affect the rest of the country. He also covered the Energy Independence and Security Act, biofuels equipment compatibilities and reviewed the status of Stage II Vapor Recovery in Illinois.



Source's booth (No. 419) at WPMA in Las Vegas.



Source's booth (No. 801) at M-PACT in Indianapolis.



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