

VOL 3 ISSUE 3 SourceLine



Shell Oil offers NCR RPOS to wholesalers

On May 6, NCR announced that Shell Oil Company, the largest petroleum retail brand in the U.S., has added NCR's Radiant Point of Sales as a new option for Shell Branded Wholesalers. Source North America is NCR's national channel partner, **exclusively** dedicated to the Petroleum Convenience Retail industry. For more details, email Gary Devlin at gdevlin@sourcena.com.

Featured Item Gilbarco Encore Encrypted Pulser



As technology becomes more sophisticated, so do fuel thieves. Protect your fuel inventory with Gilbarco's Encore® Encrypted Pulser. The device, which easily integrates into existing Gilbarco pumps, offers an encrypted pulse count and a unique ID and position for enhanced security. Lift-off detection and a hardened enclosure prevent unauthorized manipulation.

Tevis Oil selects NCR as POS Solution

Tevis Oil Co. has selected NCR's Radiant POS for its Jiffy Mart convenience store chain. Source was instrumental in the POS's beta site rollout and installation. The new technology will significantly improve customer service, efficiency and reliability for Tevis Oil.

[Click Here to Read Full Announcement](#)

LED Lighting Systems Offer Positive Bottom-Line Impact

Because of its potential for long hours of operation, need for impact signage, and busy parking lots, convenience stores are capable of running up extensive energy bills.

Facility lighting is the main energy-consuming culprit. As energy costs continue to soar and strict municipal and state-wide energy mandates are enforced, convenience store operators continue to look for ways to cut costs.

There is one very controllable expense associated with lighting — energy. While the unit-cost for energy cannot be controlled, the units utilized can be managed.

Light Emitting Diode (LED) lighting is the newest trend in exterior illumination. A convenience store operator who replaces old incandescent, halogen and metal halide fixtures with new LED lighting assemblies can immediately improve the store's bottom line.

An LED light can produce the same lumens (brightness) of light as an incandescent bulb, but it will utilize 10-times-less energy to do it. LEDs also have proven themselves to be durable under all weather conditions.

Installing LED fixtures as an investment in energy efficiency could be the first step in freshening up a convenience store's exterior appeal, increasing the margin of safety at night, as well as attracting new customers and improving profit margins. Well-lit areas can reduce theft. Given the use of debit and credit cards and the constant flow of cash, safety is critical to attracting and maintaining a customer base.

LED lighting can be used to highlight product specials located around the exterior of the building, from wood bundles to windshield washer solvent. Services or products have a much better chance of attracting customers and increasing revenues if they are highly visible at all times. However, it is essential to distribute the light and contain it within the property's boundaries in order to remain compliant with regulatory codes pertaining to dark skies and energy efficiency.

An LED retrofit for exterior, interior and signage lighting is simply a matter of finding an expert lighting consultant and computing the period of time it will take for the investment to pay for itself. LEDs have many advantages including longer lifetime and they offer as much as a 73% annual energy savings. Depending on the initial investment, the payback period could be a matter of a few years.

SOURCE:

<http://www.designrecycleinc.com/led%20comp%20chart.html>

Backup Generators Critical For Stormy Season

The spring season brings potentially volatile storms that can take down a region's power grid in a matter of seconds. Any retailer who does not have a backup plan is doomed to suffer revenue losses while lights, computers and — in the case of the retail fuel site — gas pumps, sit idle.



The Acetank UL-142 Fuel Safe System.

When stormy weather causes a power failure, the prepared facility that has invested in a backup generator and day-tank system will often find itself ready to conduct business as usual while other unprepared facilities flounder.

Backup generators are powered by pulling fuel from a separate emergency tank, which is set up solely for the purpose of rescuing a facility from the grips of a blackout. The generators are engineered to accommodate a specific load range, dictated by the size and needs of a single locale.

The duration of a potential outage must also be considered for any backup generator plans. A system set up for a 72-hour outage would burn about 120 gallons per hour, which would mean a generator tank capacity of more than 9,000 gallons would potentially be necessary.

Transfer pumps would be tied into the emergency power system to allow day tanks to be filled as safely and rapidly as possible.

[Click Here to Visit the AceTank Website](#)



Source™ North America Corporation is celebrating its 35th year as the industry's central source for fueling-equipment solutions.

Industry Trade Shows



M-PACT

PICTURED ABOVE: Source team members wore hockey jerseys to demonstrate their unity at M-PACT April 1-3 in Indianapolis, Indiana.

NECSA

The New England Convenience Store Association's trade show March 19 at the DCU Center in Worcester, Massachusetts, drew a record number of attendees. Source was proud to be among the distributors on display.

AREE

Source was among the nearly 200 exhibitors who attended the Atlantic Region Energy Expo April 30 and May 1 at the Atlantic City Convention Center in Atlantic City, New Jersey.

SW-EXPO

More than 300 exhibitors, including Source, attended the Southwest Fuel & Convenience Expo May 13-15 at the Gaylord Texan Resort & Convention Center in Grapevine, Texas.

Vapor Recovery: Source™ Details Illinois Stage II Decommissioning at M-Pact

The M-PACT Show, which is one of the industry's most important regional gatherings for the petroleum and convenience industry, was held this year from April 1-3 in Indianapolis, Indiana. Source™ made its annual appearance at the show, displaying its state-of-the-art fueling equipment and systems.

As a special benefit for attendees at this year's show, the Illinois Petroleum Marketers Association (IPMA), in conjunction with Source, presented a special seminar on "Stage II Decommissioning for Illinois." Jeff Dzierzanowski, New Business Development Manager for Source, helped moderate the seminar, along with other contractors and IPMA members.

The seminar was important and topical because in May 2012, the U.S. Environmental Protection Agency (EPA) issued a final ruling stating that with onboard refueling vapor recovery (ORVR) in widespread use, all states and regions with Stage II Vapor Recovery programs in place had the option of removing the programs from their state implementation plans. This new ruling has set off a flurry of activity at state and local levels in regard to when specific Stage II rules may be rescinded. For example, effective Jan. 1, 2014, the Illinois Pollution Control Board removed the Stage II gasoline vapor recovery equipment installation requirements for new retail and commercial sites in the Chicago area.

Stage II Decommissioning Updates On The Web:

Several states, including Georgia, Maryland, Texas, Ohio and Arizona, have made recent changes to their Stage II Decommissioning requirements. Stay up-to-date with our [state-by-state interactive guide](#).

Cash Discounts Gaining Traction in Select Markets as Retailers Look for Ways to Boost C-Store Sales

With fuel prices expected to rise in the coming months as refineries switch over to more expensive summer formulas, both fuel retailers and consumers are looking for ways to save money. Different pricing for cash/credit fuel purchases may be the answer.

Cash discounts surged in 2008 when fuel prices spiked to record levels. While fuel prices today have evened out somewhat, fuel marketers are now contending with credit card fees of 1.5 to 3 percent of the total fuel purchase. Some retail fuel operations are offering discounts as a way to incentivize consumers to pay cash, thereby offsetting the card processing fees the retailers incur.

GasBuddy.com, which recently launched a new mobile app that finds gas prices based on cash and credit, reports that markets including California, New York, Florida, New Jersey, Michigan, Washington, Connecticut, South Carolina, Massachusetts, Maryland, Nevada, Oregon and Washington D.C. consistently price fuel differently – between 5 to 15 cents per gallon – for cash and credit.

Cash discounts are particularly attractive to fuel retailers looking to draw more consumers into their convenience store. Although motor fuels drive sales dollars for convenience stores, in-store purchases drive profits. According to 2014 NACS data, **only 6 percent of surveyed consumers who went inside the store to pay cash left without purchasing a consumption item.**



Jeff Dzierzanowski speaking at M-PACT.

Fuel Consumer Trends Indicate:

- 73%** pay for gas with a debit or credit card
 - 78%** would change how they pay to save money
 - 44%** would pay cash to save \$.05 per gallon
 - 66%** would drive 5 extra minutes to save \$.05/gallon
- *2014 NACS Consumer Fuels Report