

VOL 4 ISSUE 4 SourceLine



Welcome to S³: Source Simple Solutions

Source North America recently launched a new retail website, [Source Simple Solutions \(S³\)](#). The new webpage features a responsive design, allowing optimal browsing on all computer, tablet and smart phone interfaces.

The new site is arranged by category (breakaway, nozzle, filters, receipt paper and fill cap), and spotlights featured items. Source Simple Solutions offers more than 3,000 fueling products, each with accompanying product descriptions and specifications to ensure you have the right part for the right application.

Easy-to-use “by-category” or “by-part” navigation makes finding the right part a breeze. For more information, visit Source’s new retail B2B package, [Source Simple Solutions](#).

In The Next Issue: Update on Revised UST Regulations

In June, the [U.S. Environmental Protection Agency](#) announced updated regulations regarding underground storage tanks (UST), since federal guidelines were established in 1988. The revisions will help prevent and detect UST leaks, which are the leading source of groundwater contamination. The updated regulations were designed to ensure all USTs are properly maintained and operated throughout the United States – including those in Native American territories. In the next issue of SourceLine, we will highlight the new UST regulations in greater detail.

2015 Story to Watch: Technology Drives Sales at C-Stores

Convenience store fare has evolved tremendously since the days of the rubber rotisserie hot dog. Over the last decade, C-stores have gradually introduced a variety of freshly prepared foods to heighten on-the-go meal solutions. Busy consumers like the convenience; retailers love how it entices gas customers to leave the forecourt and venture inside among higher margin items.

User-friendly customer-facing interactive POS systems are driving this trend. Two of Source’s channel partners, NCR and Gilbarco Veeder-Root are on the forefront of state-of-the-art self-service systems that not only improve employee efficiency and increase upselling, but enhance the overall customer experience.

Innovation = \$

For example, “Gilbarco Express” utilizes a digital passport platform that allows shoppers to place an order via a touch screen kiosk that interfaces directly with a C-store’s kitchen. Once the order has been submitted, a printout stamped with a QR code populates from the kiosk so the customer can see their order and then pay for it at the sales counter. Simultaneously, the order is sent to the kitchen to be prepared quickly and accurately.

NCR’s customer self-service and kitchen production hardware solutions also feature an interactive terminal that is designed to help retailers grow their business by focusing on speed-of-service, order accuracy, upselling and customization for customers.



According to industry experts, these types of POS platforms not only optimize inventory management, but create on-demand ordering, which eliminates waste that occurs when food is prepared in advance. Intuitive, easy-to-navigate systems optimally train employees and manage inventory with pinpoint accuracy.

Digital couponing is another way C-stores are luring customers inside their stores. Apps such as GasBuddy provide coupons and offers on the drinks, snacks and meals.

Visit Source’s website to learn how our channel partners [NCR](#) and [Gilbarco Veeder-Root](#) provide food service technology that can enhance your business’s profitability.



Photo: Ron Amador's Roads

Brown Is The New Green?

Last November, the United Kingdom launched service in southwestern England on the eco-friendly Bio-Bus, which runs exclusively on biomethane that is produced from human waste products treated through a process called anaerobic digestion.

Affectionately dubbed the ‘poo-bus,’ the 40-seater can travel 180 miles on a single tank of gas and emits 20 percent to 30 percent less carbon dioxide than a standard diesel bus, reducing the amount of harmful exhaust gases that contribute to air pollution.

The bus is completely powered by treated sewage and food waste. The annual wastewater and food waste produced by five people produces enough biomethane for the roundtrip journey. The first route has been so successful that a second route, aptly named the “No. 2 Bus,” was added.



Source is Expanding in the Lone Star State

Source is opening a new facility in Houston. Visit our [website](#) for details about the date of the official opening.

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Terms & Abbreviations

The National Renewable Energy Laboratory (NREL) provides this quick reference guide to renewable energy terminology that is essential for retailers operating in today's marketplace.



CARB: California Air Resources Board

CFR: Code of Federal Regulations

E0: pure gasoline

E10: 10% denatured ethanol; 90% gasoline blendstock

E100: pure ethanol fuel

E15: 15% denatured ethanol; 85% gasoline blendstock

E25: 25% denatured ethanol; 75% gasoline blendstock

E85: marketing term for high-blend ethanol 51% - 83%

EPA: U.S. Environmental Protection Agency

FDEQ: Florida Department of Environmental Quality

NACS: National Association of Convenience Store Owners

NREL: National Renewable Energy Laboratory

OSHA: Occupational Safety and Health Administration

OUST: Office of Underground Storage Tanks

PEI: Petroleum Equipment Institute

RFA: Renewable Fuels Association

STI: Steel Tank Institute

STP: submersible turbine pump

UL: Underwriters Laboratories

ULSD: ultra-low sulfur diesel

UST: underground storage tank

New Edition: 'Fueled For Thought'

Learn about investing in E85 upgrades in Source's new column, "[Fueled For Thought](#)," in Fuel Marketer News.

Source™ Sponsors the IPMA/IACS Clay Shoot at Summer 'Scramble'

On July 15, the IPMA/IACS hosted the 64th Annual Summer "Scramble" Golf Outing at the University of Illinois eighteen-hole golf courses, located just south of Champaign, IL. The event brought together professionals from the petroleum marketing and convenience store and truck stop industries. All the activities were designed to promote industry camaraderie amongst a recreational and sporting backdrop.

Source sponsored the 20th Annual Sporting Clay Shoot, which occurred in conjunction with the golf "scramble." Held at The Olde Barn Shooting Range in Oakland, IL, the friendly competition took place on two "shooter's golf courses," which were equipped with 10 stations depicting real-life scenarios to provide shooters of all levels with the ultimate challenge in marksmanship. Each course had 100 targets and consisted of 10 shots at each station.

Cocktails and dinner followed the day of sport at the Hilton Garden Inn in Champaign, IL. During dinner, over \$40,000 in prizes were presented for the best individual and team scores.



(L to R) The Source Clay Shoot foursome: Joe Palazzo, Jim Gaszynski Jr, Jim Gaszynski and Jeff Dzierzanowski and Bill Fleischli, IPMA/IACS Executive Vice President.



Source sponsored the clay shoot portion of the IPMA/IACS Summer Golf Outing and Clay Shoot.

Retailers Take Notice of Online Fuel Delivery Service

In the intense battle for market share, fuel retailers are all jockeying to attract gas customers into their C-stores. They typically don't worry about how consumers will fuel their vehicles. As if fighting the commodity war wasn't challenging enough, a new fuel delivery service wants to eliminate the need for the gas station altogether.

Filld is a California-based personal fuel delivery service currently being piloted in Silicon Valley. For a \$7 delivery charge, plus the average cost of gas per gallon, a driver will deliver fuel to a vehicle wherever it's parked: home, office or kid's football game.

Industry analysts are watching the pilot program with interest to see if consumers will find value in skipping the gas station, ultimately positioning on-site delivery as the next frontier in fueling.

Filld is hoping to attract time-starved consumers who would greatly benefit from recouping the 15 minutes it takes to stop at the gas station.

The service works by downloading an iPhone app and setting up a personalized account that captures billing and vehicle location information. From there, ordering a fill-up is as easy as selecting a time frame and identifying the vehicle's location. An alert shows when the driver is en route, as well as provides the estimated time of delivery. The only thing the vehicle owner needs to do is remember to leave the gas tank cover open.

Currently, Filld is only delivering 87-octane regular unleaded gasoline, but plans to add premium, diesel and even alternative fuels such as hydrogen and electric charging in the future.

The verdict is still out whether or not consumers will pay for such a service. While it's progressing in California, other markets have yet to be tested. To read more about fuel delivery, visit www.filld.com.

