



Source Becomes a DFS Distributor

Source North America entered into a [distributor agreement with Dover Fueling Solutions](#) (DFS) on July 7, 2020, to distribute Wayne Fueling Systems and other DFS products and solutions.

DFS recently introduced its newest Wayne Fueling Systems product to the market – the DFS Anthem UX™ user experience platform. The Anthem will enable fuel marketers to deliver a highly engaging, customized user experience at the dispenser. Visit www.dfsanthemux.com or [contact Source](#) to learn more.

“We are extremely excited at the prospect of building and strengthening a mutually productive long-term relationship with Dover Fueling Solutions,” said Source North America CEO and President Glen Corkill.

Both Source North America and Wayne Fueling Systems are on the NACS Fuels Institute Board of Advisors.



Video Captures a Whopper of a Blooper

[This video](#) from the [Funny Videos YouTube Channel](#) illustrates (albeit humorously) why it is so important that fuel site operators keep an eye on forecourt activities. Had the driver followed through with her original intention, there would have been a serious spill to respond to.

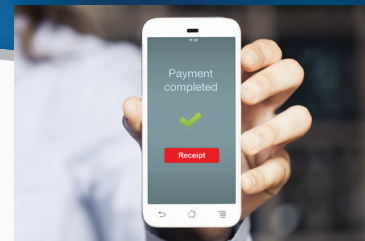
Lessons Learned: What We Need to Do to Improve Resiliency



The pandemic caused abrupt disruption within the fuel industry, and it tested more than the dynamics of the supply line. What can we learn from it? Here are 3 things for consideration.

- 1. Road funding is in more serious jeopardy than ever before.**
As an elastic source of revenue, funds accrued through state and federal fuel taxes suffered steep declines due to reduced fuel consumption resulting from stay-at-home orders. If the United States wants to establish a consistent source of road funding, then the funding structure must be overhauled. Learn more about this critical issue in an upcoming article from Source in [PMAA Journal](#).
- 2. Fuel producers are not equipped to adapt to abrupt changes in production needs.**
Both refineries and ethanol plants struggled this spring when oil prices plunged and inventories swelled. The Energy Information Administration’s Weekly Petroleum Status Report showed that only about 69% of refinery capacity was being utilized at the beginning of May, a metric that approaches a need to shut down operations. During the same time, less than 25% of U.S. ethanol plants were running at full capacity. There are serious economic implications to prepare for if and when a sustained decrease in demand occurs.
- 3. Tensions over blending requirements escalate amid light production scenarios.**
With both the petroleum and ethanol production industries suffering, critical feedback about — or support of — the Renewable Fuels Standard (RFS) surfaced proportionately. Refiners requested RFS waivers, which the ethanol industry has generally viewed as a way to skirt blending requirements. Petroleum groups have said that refiners operating on tight margins are struggling to recover their compliance costs.

Rather than hoping this year was just a fluke, every person with a role in the management of the U.S. fuel supply needs to learn from this moment and prepare to make adjustments. For more on this topic, watch for our next Fueled for Thought article in [Fuels Market News](#).



Contactless Fueling Is Rapidly Expanding

Several fuel marketers are rolling out new [contactless experiences](#) for customers through loyalty programs that provide the ability to make mobile payments, activate pumps and more.

In this era of decreased touchpoints, the new programs increase safety for both customers and attendants. Brands that have recently launched new or updated contactless payment programs include [ExxonMobil](#), [Kum & Go](#), [MAPCO](#), [7-Eleven](#) and [Thorntons](#). Additionally, contract operations provider [StrasGlobal](#) launched a program that enables customers to place an order online and pick it up curbside.



API Updates Its Color-Coding System

[The American Petroleum Institute](#) has released a new version of its Recommended Practice 1637, *Using the API Color-Symbol System to Identify Equipment, Vehicles, and Transfer Points for Petroleum Fuels and Related Products at Dispensing and Storage Facilities and Distribution Terminals*. Updates include:

- Labeling practices and identification colors for new products
- New identification colors for grades of E10
- Updated product listing and definitions

Purchase API 1637 at www.apwebstore.org.

Test Your Skills: How Easy Is It Really for Customers to Use a Dispenser?

Gas station customers are frequently subject to information overload. They are bombarded with choices and information to absorb — particularly at the fuel dispenser.

We invite you to imagine that you are an average customer who is about to get fuel from the dispenser pictured on the right. Take this quick quiz to see how you'd do.

To learn about ways fuel marketers can improve the customer experience at the dispenser, read our latest [article](#) on the CSP website.



QUESTIONS:

1. Which button do you push to put fuel that contains up to 85% gasoline and up to 15% ethanol into your vehicle?
2. Which button do you push to put the fuel with the highest octane rating into your vehicle?
3. Which nozzle do you select to pump gasoline containing 10% ethanol?
4. Which button do you select to purchase fuel that is priced at \$2.619/gallon for customers who are members of the loyalty program?

5. Which fuel contains additional detergents/additives that will help prevent engine deposit buildup?
6. Where are the warnings posted to remind customers that the dispenser's higher ethanol blends — E85 and E15 — are only approved for use in certain vehicles?
7. Where is the sticker that communicates who is liable if the pump is left unattended and a spill occurs?
8. Which nozzle do you use if you want fuel that is NOT unleaded?

ANSWERS:

1. **H**
E15 is sometimes referred to as just that, but it is also known as Unleaded 15, Unleaded 88, or in this case Regular 88.
2. **G**
Although E85 is not approved for use in all vehicles, it is in fact the fuel offered at this dispenser with the highest octane.
3. **O**
The regular, mid-grade and premium gasolines, with octanes 87, 89, and 93 respectively, contain 10% ethanol, which is also known as E10.
4. **J**
After the 3-cent discount of the loyalty program is applied, the mid-grade fuel will actually be priced at \$2.619/gallon.
5. **Trick question.**
It is unknown by looking at this dispenser whether any of the fuels contain extra additives/detergents that help prevent the buildup of engine deposits.
6. **E and F**
Unfortunately, the warning stickers are hidden behind the dispenser hoses.
7. **N**
WARNING! The consequences of causing a fuel spill is displayed in fairly small type.
8. **Another trick question.**
Although only a few of the fuels are identified as unleaded in the branding, all of them are in fact unleaded.

Who's Making DEF Hoses? We Are!



Source North America has added Diesel Exhaust Fluid (DEF) hoses to the growing number of fueling equipment solutions that are fabricated in-house at our Illinois facility.

Source's DEF hose is specially formulated to significantly reduce contamination. Standard hoses have 3/4-inch internal diameter, are available with 3/4-inch Male NPT, 3/4-inch Male BSSP and 1-inch BSSP stainless steel fittings and in lengths of 8 feet, 10 feet, 15 feet, 20 feet and whip hoses. Special order lengths are available.

The DEF hoses join Source's other fabricated products that include gasoline and diesel curb pump hoses, marina hoses and riser pipes.

Contact your [local Source representative](#) to learn more.

The Show Must Go On — Virtually

It was announced on July 30 that the [2020 PEI Convention at the NACS Show](#) scheduled to take place Oct. 11-14 in Las Vegas, NV, will be canceled. NACS said it will release information in August about a virtual experience that will be held instead.

Other conventions and conferences have committed to taking a virtual approach either in place of a live event or to supplement a live event. Those events include:

[Conexus Annual Education & Strategy Conference](#) — Surviving and Thriving in the Age of Disruption, Aug. 11-13.

[Tribal Lands and Environment Forum](#), Aug. 17-20.

[2020 AFPM Summit](#) — Excellence in Plant Performance, Aug. 25-27.

[SIGMA Share Group](#), Sept. 15-18.

[Heating & Energizing America Trade Show](#), Sept. 23.

[2020 API Storage Tank Conference & Expo](#), Oct. 12-15.

