



OPW's Petro Vend 100<sup>®</sup> Fuel Management System is providing a cost-effective, user-friendly fuel control solution to the oil-rich area of West Texas.

## Fuel Control Boom in Texas

### Petro Vend 100<sup>®</sup> Brings Affordable, User-Friendly Fuel Management to Oil-Rich West Texas

OPW's Petro Vend 100<sup>®</sup> Fuel Control Systems are springing up in West Texas almost as quickly as the region's oil wells.

West Texas is experiencing a record-setting oil boom — the oil fields there are projected to produce 2.5 million barrels a day by 2025. This increased production has spurred significant growth in the area. As a distributor of the Petro Vend 100, Bay Beitel, a Sales and Fuel Technician with Midland, TX-based Boler Equipment, has experienced the benefits of the boom firsthand.

"All of these oil field companies, they have fleets. And that's where the PV 100s come in," Beitel said.

The OPW PV100 is an affordable, stand-alone fuel control system that facilitates control of one or two hoses, which makes it an ideal solution for small- and mid-sized unattended fleet-fueling sites. With its basic set of system features and minimal installation

[Continued on page 2](#)

## What's Inside



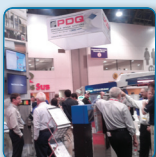
### FSC3000<sup>™</sup> Is Now Shipping to Pacific Pride Marketers

OPW Launches New Webpage with Reference Materials and Upgrades



### New Commercial District Manager Joins OPW

Ramon Ruiz Will Lead Sales Efforts in Key Southeast Region



### OPW Marks Another Successful Year at PEI/NACS

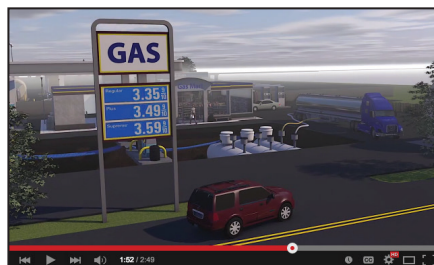
This Year's Trade Show Is One of the Biggest on Record



### Upcoming Trade Shows

Check Out OPW's Booth at These Winter Trade Shows

## Video Spotlight



## The OPW Story: How the Petroleum Equipment Manufacturer Became the Worldwide Leader in Fueling Solutions

Watch this issue's featured video about OPW's long history of fueling solutions innovation at <http://bit.ly/1ukQWGq>

OPW has been leading the petroleum manufacturing industry since 1892. Watch this video to learn about OPW's storied history and how it continues to break new ground today, delivering innovative fuel-handling and information systems.

# OPW Now Shipping Fuel Site Controllers to Pacific Pride Marketers

## New OPW Webpage Offers Library of Downloadable Resources to Help With SmartLock™ Transition

OPW is pleased to announce that its new site controller solution, designed to replace the SmartLock™ authorization system and developed for the Pacific Pride Network, is now shipping.

Earlier this year, OPW developed a specialized version of the FSC3000™ Fuel Site Controller that could be deployed prior to the Dec. 31, 2014, SmartLock sunset date. OPW's site controller solution is engineered to deliver seamless transaction processing to Pacific Pride marketers and customers. However, in order to begin using the new site controller, a strict set-up process must be followed. These steps must be coordinated with both OPW and Pacific Pride before and during conversion.

In an effort to assist OPW distributors and the Pacific Pride marketers they serve, OPW has launched a new webpage at [www.opwglobal.com/PacificPride](http://www.opwglobal.com/PacificPride) that offers a comprehensive library of downloadable resources intended to guide distributors and marketers through the SmartLock upgrade process. These resources will help marketers ensure a smooth installation of their site's FSC3000. See related story on Page 3.

"We continue to work very closely with Pacific Pride to help marketers and their end-users realize a smooth transition to our fuel site controller solution," said OPW Fuel Control Manager Orlando Hernandez.

In addition to the downloads, the webpage offers Setup Checklist information and the contact details of OPW and Pacific Pride personnel.

"We recommend marketers and distributors reference the Setup Checklist for site conversion guidelines. The document offers step-by-step instructions for upgrading your authorization system to the OPW fuel site controller solution," Hernandez said.

Marketers are encouraged to work closely with Pacific Pride to facilitate installation of OPW's SmartLock solution. Doing so will minimize delays in conversion of site equipment. Visit OPW's new webpage at [opwglobal.com/PacificPride](http://opwglobal.com/PacificPride) for updates regarding the SmartLock conversion and OPW's fuel site controller solution. Assistance is also available by calling the OPW-FMS Help Desk at (877) 679-8324.

(Continued on page 3)



## Fuel Control Boom in Texas

(Continued from page 1)

expenses, the PV100 provides a reliable alternative to site managers in need of a budget-friendly, practical system.

In fact, the PV100 is so affordable, Paul Lance of Midland-based Eagle Propane and Fuels, a commercial fuel and lubricant supplier, offers the fuel control system to his fuel-purchasing customers for free at the outset of a new fuel delivery contract.

"I'm very pleased that we can offer our customers this type of a quality product and that we can include it in the set-up for free," Lance said.

In addition to its cost-effective design, the fuel control system is engineered with both managers and end users in mind. Many fuel control systems require support from an external fuel site controller. The Petro Vend 100's fuel site controller is integrated within the terminal, simplifying system configuration and overall operation. With just a small number of simple menus to manage, users can operate the system with confidence.

"One of the main attributes to this system is how user-friendly it is — even for us older, non-computer or computer-illiterate guys," Lance said.

The mix of competitive price point, reliability and simple user experience make the PV100 an appealing choice, particularly to fleet managers in search of a small-scale, starter fuel control system or looking to replace an outdated key system. Beitel, who has sold

about 25 of them this year alone, said it doesn't take customers long to decide that the PV100 is the right fit for their operation.

"Fleet managers want accountability," Beitel said. "They know they are going to have to spend some money to acquire a new fuel control system. But they look at some of the bigger systems, and then we're getting close to \$10,000 and for some people that's just out of their budget. When we show the Petro Vend 100s for just a few thousand dollars with the options on it, they jump all over it."

From a distributor's perspective, the PV100 not only fills a void in the marketplace, but it also enables vendors to quickly deliver practical fuel control solutions to customers.

"The units are inexpensive enough that we can have some in stock. So, a customer can get it quickly," Beitel said.

Word of mouth about OPW's cost-effective and user-friendly fuel control system continues to spread. Lance recently received two referrals for the PV100 from a new customer who had not yet even received his own unit.

"I can tell you I have had multiple customers respond to me and their normal response is, 'Paul, this is terrific. I wish it had been around a long time ago,'" Lance said.

To learn more about the OPW Petro Vend 100 Fuel Control System, or any of OPW's fuel control and fuel monitoring products, please visit [www.opwglobal.com](http://www.opwglobal.com).

**"I can tell you I have had multiple customers respond to me and their normal response is, 'Paul, this is terrific. I wish it had been around a long time ago.'"**

— Paul Lance, Eagle Propane and Fuels

# OPW Now Shipping Fuel Site Controllers to Pacific Pride Marketers

(Continued from page 2)

## Look for these Informational Resources and Software Downloads on OPW's Website

Visit the Quick Links tab at [opwglobal.com/PacificPride](http://opwglobal.com/PacificPride) to download the following:

- ✓ **Setup Checklist:**  
This document presents the step-by-step process marketers need to achieve before, during and after conversion.
- ✓ **Pre-Site Survey Form:**  
This form is critical to preventing installation delays and must be filled out at least 10 working days prior to installation.
- ✓ **Echosat Secure Gateway Application Form:**  
This completed form needs to be received by Abierto at least one business day before an OPW IP Converter can be installed and activated.
- ✓ **Manuals:**  
Reference the FSC3000 Installation, Operations and Maintenance (IOM) Manual and the Pacific Pride Multi-Trucking Network Package Upgrade, Configuration and Startup Procedure Guide for installation, troubleshooting and maintenance procedures.
- ✓ **ARTWare Software:**  
This PC-based configuration utility simplifies the setup of the system. The 3.7 version (or greater) is pre-configured with the necessary Pacific Pride data for the product tables, fleet table, messages, etc.
- ✓ **Distributor Bulletins:**  
These communication tools from OPW, which include flyers, links to training videos and other supplemental information, explain key SmartLock developments.



## Ramon Ruiz Joins OPW FMS as Commercial District Manager

OPW Fuel Management Systems is pleased to announce a new Commercial District Manager, Ramon Ruiz, has joined the team. Ruiz will lead the sales efforts for Texas, Louisiana, Arkansas and Oklahoma.

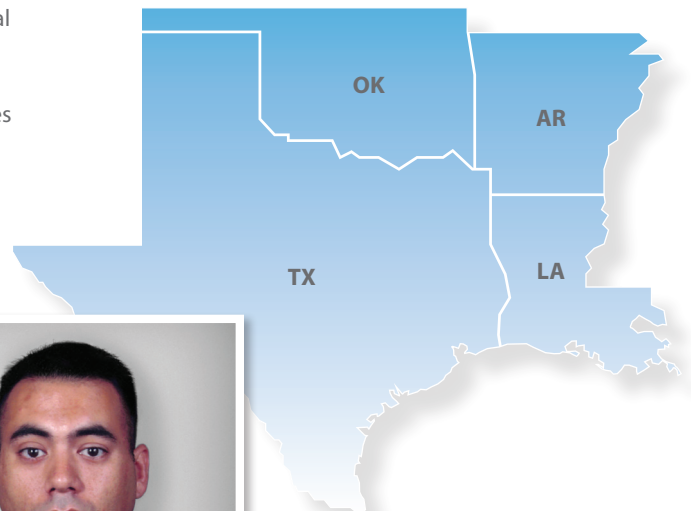
In this position, Ruiz will report directly to Gerry Hanrahan, Director of Sales for OPW Fuel Management Systems. Ruiz's primary responsibility will be to manage customer relations and grow sales for OPW's fuel control and tank-monitoring equipment in the region. Ruiz also will collaborate with OPW's management and engineering teams to identify new equipment and service opportunities, as well as deliver superior fueling solutions to customers in this key region.

"Ramon brings not only a familiarity with the regional economies and the contacts there, but he is also well-versed in the needs of the retail and commercial fueling industries," Hanrahan said. "He is a great addition to the OPW team."

Prior to joining OPW, Ruiz served as a regional sales manager with Bennett Pump Company, a manufacturer of retail and private and commercial fleet fueling equipment. At Bennett, he was responsible for sales in the South Central United States.

Ruiz has a Bachelor of Arts degree in government and business from the University of Texas at Austin.

He will be based out of Austin, TX.



Ramon Ruiz

# OPW FMS Has a Strong Showing at 2014 PEI/NACS in Las Vegas

OPW Fuel Management Systems was proud to participate in the 2014 PEI Convention at the NACS Show held in October in Las Vegas, NV, which highlighted innovative products from across the convenience and petroleum industries.

OPW was one of more than 1,000 exhibitors at the annual convention, which drew the second highest attendance in show history. OPW's booth featured several retail and commercial fueling products, including the SiteSentinel® Nano® Tank Gauge monitoring system.

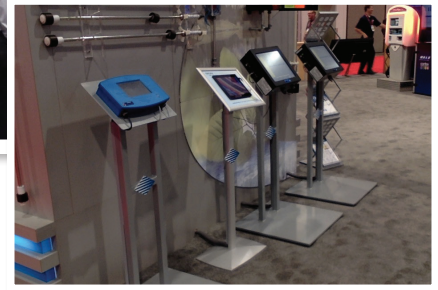
"The Nano was enthusiastically received at PEI," said Pete Neil, Automatic Tank Gauges Product Manager. "The Nano's small equipment footprint, remote accessibility and user-friendly interface make it is an especially relevant addition to the marketplace right now. PEI gives customers the opportunity to get more of a hands-on introduction to the console's industry-leading tank-monitoring capabilities."

OPW also showcased its Integra 100™ Tank Gauge, new 68EZR Reconnectable Breakaway, Decommissioning Hanging Hardware Kits, 1-2200 Series Replaceable Single-Wall Spill Container, Fibrelite Covers and Tank Sumps, PDQ Vehicle Wash Systems, and CNS Fill-Line and Vent-Line Breakaways.

During the course of the four-day tradeshow, which drew attendees from 60 countries, OPW personnel shared their wealth of industry knowledge through informational presentations and equipment demonstrations, hosted an after-hours customer appreciation event, and, of course, networked.

"It is always rewarding to meet with customers at PEI," said Orlando Hernandez, Fuel Control Product Manager. "We not only get to learn about their fuel management challenges and how OPW can help them overcome those challenges, we also get to express our gratitude for their loyalty."

PEI at NACS will return to the Las Vegas Convention Oct. 11-14 in 2015. Visit [www.pei.org](http://www.pei.org) to learn about next year's show and to view a photo gallery of scenes from the 2014 event.



OPW's booth at the PEI convention welcomed many visitors, who had the opportunity to get an up-close look at several of OPW's retail and commercial fueling products.

## Upcoming OPW Seminars

### OPW-FMS Technical Service Seminar

Jan. 13-14  
Atlanta, GA

### OPW-FMS Integra 500 ATG System

Jan. 15-16  
Atlanta, GA

### OPW-FMS FSC3000 Fuel Control System

(includes C/OPT, FIT500, K800H)  
Jan. 20-21  
Parisppany, NJ

Seminar schedule is subject to change. Visit the Technical Seminar Schedule at [www.opwglobal.com](http://www.opwglobal.com) for more information about these upcoming seminars.

## Upcoming Trade Shows

### CUPA Conference

Feb. 2-5  
San Diego, CA

### Ohio Petroleum Marketers & Convenience Store Association (OPMCA)

Feb. 17  
Columbus, OH

### Western Petroleum Marketers Association (WPMA)

Feb. 17-19  
Las Vegas, NV

### Petroleum And Convenience-Store Exposition of Mid-America (PACE)

Feb. 27-28  
Kansas City, MO

### Southeast Petro-Food Marketing Exposition

March 4-5  
Myrtle Beach, SC

### Carwacs

March 10-11  
Toronto, ON

### Gulf Coast Food & Fuel Expo

March 11-12  
Biloxi, MS

### M-PACT

March 24-26  
Indianapolis, IN



ONE COMPANY. ONE WORLD. ONE SOURCE.™

6900 SANTA FE DRIVE • HODGKINS, IL USA 60525 • [www.opwglobal.com](http://www.opwglobal.com) • 708-485-4200 • (fax) 708-485-4630

NOTE: All information subject to engineering and/or other changes. All trade names are copyrighted. Patents Pending. ©2014 OPW Fuel Management Systems  
©2014 Delaware Capital Formation, Inc. All Rights Reserved. DOVER and the DOVER logo are registered trademarks of Delaware Capital Formation, Inc., a wholly-owned subsidiary of Dover Corporation