



Since 1933

## McKinney Petroleum Equipment, Inc.

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# CUSTOMER NEWSLETTER

January, February & March

## **inOVATION TV**



Differentiating your fueling site from other locations and creating an engaging experience for your customers can help drive repeat business. The inOvation TV™ media platform developed by Wayne and Gas Station TV (GSTV), informs and entertains motorists at the pump and helps retailers cultivate strong customer loyalty. The programming is updated frequently, so what your customers see stays fresh, timely, and relevant

The inOvation TV media platform is available free of charge to qualified retailers in any city across the United States. It is installed either as a retrofit to stations already equipped with Wayne Ovation™ fuel dispensers or during factory production of new Ovation fuel dispensers.

The program offers site owners:

- Wayne media equipment
- system installation and maintenance
- six-year warranty including technical support package
- delivers GSTV's content, programming, retailer marketing and production, as well as programming services and solutions.
- paves the way for EMV by providing the infrastructure with high speed communication – something that will be needed.(The EMV card reader would still need to be purchased.)



What's Included:

- Hassle-free, no-cost installation
- Removal of existing 5-inch black-and-white displays, followed by the replacement of the 10-inch color VGA displays
- Upgraded payment-processing technology through the Wayne iX™ technology platform (all retailers must be equipped with the iX technology platform to qualify)
- GSTV programming that includes ESPN sports, HLN news and entertainment, Bloomberg TV business and financial updates, AccuWeather local weather reports, and GSTV original programming
- 24/7 technical support and maintenance of the media system components for the life of the Retailer Media Equipment and Service Agreement
- Retail Promotional Announcements (RPAs) developed in consultation with GSTV and tailored to promote site-specific deals and specials to help drive in-store business

## **McKINNEY PETROLEUM EQUIPMENT HIGHLIGHTS:**

*Some things you may not know about McKinney Petroleum Equipment:*

- Leading authority and source of information for the petroleum equipment industry since 1933.
- 1<sup>st</sup> company in the southeast to offer route sales which continues today.
- 1<sup>st</sup> to offer service on the Gulf Coast.
- One of the first companies in the southeast to offer service 24 hours and 7 days a week.
- Our 22 employees average over 19 years of experience in providing solutions for our customers.
- Same day shipping – guaranteed to ship all *stock* orders the same day if received by 3:00 p.m.

Partner with the largest and most experienced wholesale distributor in the petroleum business.

## **THOUGHT FOR THE DAY:**

- “We’re like trees. We must create new leaves and new directions in order to grow.”  
– Benjamin Franklin

## **PUBLICATIONS OF INTEREST ON ALTERNATIVE FUELS:**

- *DOE Ethanol Handbook: Handbook for Handling, Storing, and Dispensing E85 and Other Ethanol-Gasoline Blends* (Book), Clean Cities, Energy Efficiency & Renewable Energy (EERE) (updated September 2013) <http://www.nrel.gov/docs/fy13psti/57590.pdf> (PDF 1.0 MB)
- DOE’s Alternative Fuels Data Center with information on biofuels, natural gas, propane, electric vehicles, hydrogen, and emerging fuels: <http://www.afdc.energy.gov>
- The Association of State and Territorial Solid Waste Management Officials (ASTSWMO) has released a guide entitled *Compatibility of UST Systems and Biofuels* for state underground storage tank (UST) program staff, UST owners and operators, contractors, and consultants to evaluate equipment compatibility when storing biofuels. The 49-page guide contains a checklist and recommendations for helping states make compatibility decisions, as well as case studies showing the consequences of incompatibility. The guidance could become a model to help states create a system making compatibility determinations. *Tulsa Letter*
- *Biodiesel Handling and Use Guide* 4<sup>th</sup> Edition <http://www.nrel.gov/docs/fy09osti/43672.pdf>

## **DID YOU KNOW...**

- Armadillos can walk underwater.
- Only female mosquitoes bite humans and drink their blood. Male mosquitoes are much bigger than females, but they are harmless to humans.
- The word Googol, represents number 1 followed with a hundred zeroes after it.

## **SAFETY/MAINTENANCE TIPS:**

When towing it is safest to cross the safety chains underneath the trailer tongue. Should the trailer come free from the tow vehicle the tongue will fall onto the chains and prevent the likelihood of the trailer tongue gouging into the ground as the tow vehicle and the trailer are moving forward. Always cross your trailered equipment's safety chains!

## **PRODUCT INFORMATION:**

### **OPW Integra 100™ Console**

The OPW Integra 100™ has been designed to *lower installation costs* by reducing the number of wires to the probes, sensors and leak-detection devices that are connected to its internal I.S. module. In addition, all devices are automatically detected and configured by using the touch-screen interface, making it one of the easiest ATG systems in the industry to install, configure and use.

The OPW Integra 100™ console has been designed to reliably provide connectivity now and in the future. Available ports include: Ethernet, USB and RS-232 and modem communication ports. IT is also one of the easiest tank gauges to use, requiring the least amount of training and menu navigation to access critical data.



#### Integra 100™ Features:

- Large color touch-screen display gives one-touch access to real-time inventory data, delivery status, alarm conditions, and leak-detection information – all accessible from a single cockpit view
- Statistical Leak Detection (SLD) up to 397,000 gallons/month, optional advanced leak-testing technology – provides continuous automatic in-tank leak-detection operation, with no need to schedule test times/or shut down tanks
- Probes only need a 2” opening for SLD
- Compliance calendar accessible with a single touch
- Non-volatile memory for event storage up to ten years
- Monitors up to 16 probes and 64 sensors

### **VeriFone’s LiftRetail Turns Every Shopper into an Upsell Opportunity**



VeriFone’s exciting new real-time marketing system, LiftRetail, is technology that transforms shoppers into loyal customers. This digital marketing hub connects directly to the point of sale, instantly capturing purchasing information while empowering the cashier with suggestive upsell scripts on the spot. LiftRetail gives you the opportunity to sell an extra item to every shopper, the point of sale. Just scan, suggest and sell. It’s that simple. And it’s all from VeriFone, the world leader in innovation at the point of sale.

## **ON THE LIGHTER SIDE:**

- Maybe we ought to spell it “taxx” – if anything deserves to be a four-letter word, that does.
- “I’m thinking about retiring from politics,” said the politician to a colleague. “I’ve already fooled all the people some of the time.”
- “The car won’t start,” said a wife to her husband. “I think there’s water in the carburetor.”  
“How do you know?” said the husband scornfully. “You don’t even know what the carburetor is.”  
“I’m telling you,” repeated the wife, “I’m sure there’s water in the carburetor.”  
“We’ll see,” mocked the husband. “Let me check it out. Where’s the car?”  
“In the swimming pool.”

## **AFTER INVENTORY EQUIPMENT SALE**

### **Convenience Store:**

1	-	Wayne Ovation Blender Dispenser, B12/2220 Used .....	Call for Price (Nickel Plated for E-85)
1	-	Wayne Vista Blender 3+1 Dispenser – Used.....	\$ 3,995.00
1	-	Wayne Century Single Hose High Speed Retail Dispenser - Used.....	\$ 2,935.00
1	-	Wayne Hyperpib Box.....	\$ 2,100.00
2	-	Verifone MX830 Wells 351-3DES Buypass PinPad - Used.....	\$ 225.00
1	-	LSI Scottsdale Super Kit.....	\$ 175.00
		{Fits LSI Masters or Dakota, Whiteway Rivera or Jet-Phillips Houstonian (old style)}	
1	-	Scottsdale-Lens Only.....	\$ 45.83

### **Tank & Truck**

2	-	1712DL-AL 1-1/2” Kamvalok Coupler Locking Lever.....	\$ 425.00
2	-	1612AN-AL 1-1/2” Kamvalok Adapter.....	\$ 150.00
1	-	Vapor Recovery Drop Elbow.....	\$ 195.00
1	-	4” Male Adapter for Drop Elbow.....	\$ 35.00
1	-	4” x 12’ Tank Truck hose with Female (C) Ends.....	\$ 100.00
2	-	110 Gallon Rectangular Tank.....	\$ 395.00

### **Commercial & Industrial:**

1	-	Balcrank 2120-015 Air Reel 3/8” x 50’ .....	\$ 347.00
1	-	Morrison Hose Retriever with Hosebun .....	\$ 350.00
1	-	Gooseneck Enclosed Tool Trailer with Shelves.....	\$ 5,500.00

Contact any of our salesmen for more information – 251-661-8800 or 1-800-476-7867. Find many more clearance and sale items at our on-line store [www.mckinneypetroleum.com](http://www.mckinneypetroleum.com).

### **FAMOUS QUOTES:**

- “The man who offers an insult writes it in sand, but for the man who receives it, it’s chiseled in bronze.” – *Giovannino Guareschi, Italian journalist*
- “Experience is a good teacher, but she sends in terrific bills.” – *Minna Antrim, American writer*
- “I can give you a six-word formula for success: ‘think things through – then follow through.’”  
– *Edward Rickenbacker*