

Spirit® Brand Marketer and Dealer News



Safeguarding Your Reputation

Meeting PCI compliance standards

Unfortunately, fraud and theft are everyday occurrences in the retail world. In the petroleum industry, where credit and debit card transactions account for more than 80 percent of all sales, being defrauded is a real problem.

In 2006, the Payment Card Industry (PCI) formed a Security Standards Council to battle fraud. A complex series of innovations and upgrades have been implemented by the PCI with which all merchants using debit/credit card processing terminals must comply. All pumps, PIN and keypads and other devices that work with these cards potentially are affected.

“We at Spirit® are here to help provide support, as you make the necessary changes to your site hardware and transaction infrastructure, and conform to meet these best practices,” says Vera Haskins, President of Spirit® Petroleum, in a message to Spirit’s licensees.

One of the ways Spirit® provides licensee support is through its partnership with RBS WorldPay, its preferred credit card processing provider. RBS WorldPay is a single-source provider of electronic payment processing services, owning and managing the entire transaction from point-of-sale to settlement, which results in fewer points of failure, increased security and lower overall costs.

All these benefits and more are available to Spirit® licensees who choose to use this valuable service.

“RBS WorldPay understands the fraud that can happen at the pump,” says Ms. Haskins. “Their service is secure and meets PCI standards, and their petroleum industry experts are ready to guide participating Spirit® licensees through the compliance process.”

Dan Fisher with RBS WorldPay agrees: “We regularly help clients manage risk in a cost-effective manner, reduce fraud, decrease reconciliation and other operational costs, and implement new forms of payment. Our goal is to help our clients reduce costs.”

For more information, contact RBS WorldPay Spirit® Customer Service at 877-862-9196.

Site Spotlight

Meridian, MS – Owner LJ Fruge

LJ Fruge, President of Fruge Oil Co., knew he wanted to make a change at this location while keeping the branded look and while maintaining the independence of an unbranded station. He also wanted to project a certain image.

He scouted out other stations, especially Spirit® stations. “I loved their image. For me it was number one,” says Fruge, “especially the red, white, and blue eagle.”

Fruge liked the low expense of starting and operating his Spirit® station. After nine months, they’re doing more business than before, with room for growth.

“We added a new LED digital price sign that’s a real attention-grabber, and we’re thrilled with how it all looks,” he adds. “We’ve gotten our branded look without having to jump through the hoops of a big oil company!”



Fruge SpiritMart – Meridian, MS

Abierto and you, better together

Abierto Networks, a Spirit® partner since 2008, is a national provider of serial-to-IP and Dial-to-IP conversion solutions used by thousands of convenience stores nationwide and certified by more than 30 payment processors.

Abierto allows you to use your existing equipment—credit card, check, ATM, tank gauge, pre-paid card or private card—and converts these transactions from dial-up to high-speed. Transactions are processed faster and fewer are dropped, saving money.

Abierto Gateways are pre-configured for easy installation. Dial back-up is included, and a five-year warranty is standard.

For information, contact Tammie Garcia at tammie@ab-net.us or 603-659-2005.

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