

The average retail fuel marketer is giving away a whopping **\$5,700** per site per year

in lost fuel profit.

This often equates to **hundreds of thousands** of dollars of profit loss for today's multi-site fuel marketers.



After calibrating over **one million** fuel meters, Crompco uncovered data showing the **reasons and statistics** behind this profit loss.



Most meters are engineered to wear for the consumer's benefit. Simply put, the **more fuel** that passes through the meter, the **greater chance that a marketer is losing profit** to fuel shrink.



New dispenser meters are often **more inaccurate** than those that have been in service for a while.

Even the most modern and up-to-date fueling systems and meters often require a "break in" period, **90%** of these newer meters must still be calibrated in order to achieve complete accuracy.

As today's fueling facilities become larger, with increased throughputs, antiquated meter proving methods will greatly reduce meter calibration accuracy.



Much of the retail fuel industry is lagging behind for a more accurate way to prove and calibrate its meters.

The financial impact of inaccurate testing and recalibration can be **substantial**.

Calibrating meters via a traditional prover can typically results in **2 to 3 cubic inches** of fuel loss **per 5 gallons** dispensed.



Therefore, a station dispensing 125,000 gallons/month is **GIVING AWAY 3,900 gallons** of fuel per year!

When that loss is multiplied throughout a chain of stations, the profit loss can be **hundreds of thousands** and even **millions of dollars** each year.

TRUE-ZERO

Improved equipment, repeatable processes, experience and data management tools... the combination of these factors will

increase meter accuracy and improve fuel profits!

Isn't it Time TO **ZERO IN** ON FUEL SHRINK?

