



Plan Your Fueling System with Source

The Source SOLUTIONS Design Group helps fuel site decision-makers and their project partners develop aboveground and underground fueling infrastructure plans:

- CAD drawings
- Specifications lists
- Compliance confirmation
- And more!

To request assistance, visit the [SOLUTIONS Design Group webpage](#).



Find Station Essentials at Source's S³ Website

Source North America's retail website, Source Simple Solutions (S³), features over 3,000 fueling products including nozzles, hoses, breakaways, filters and more.

Search for products by keyword or part number, and sort them by item number or product name. Many items offer a 360° product view that provides a more realistic view of the part.

Visit shop.sourcena.com.



Exploring the Rise of Unbranded Fuel

The [sale of unbranded fuel](#) is steadily increasing, with major C-store chains like QuikTrip, RaceTrac, Sheetz and Wawa leading the way. What's behind this shift? The answer begins with understanding how branded and unbranded fuel differ, as well as the advantages and potential drawbacks of each approach.

1. What is the difference between branded and unbranded fuel?

All types of refined gasoline and diesel arrive at the storage terminal as generic, undifferentiated products that meet EPA standards for quality and performance. [According to NACS](#), the generic fuel becomes branded fuel when the fuel is loaded into tanker trucks and proprietary blends of additives are added. Unbranded fuels receive only the minimum amount of detergent additives required by the EPA.

2. What are the advantages of selling unbranded fuels?

With no brand licensing expenses or proprietary additive packages, unbranded fuels are consistently priced 5 cents to 15 cents lower than branded fuels. Retailers can choose to pass on the cost savings to help attract a larger volume of customers and increase higher-margin in-store sales. Retailers can also choose to maintain a retail price point similar to branded stations in the area and, in doing so, realize a higher gross margin per gallon. Finally, without a single-source contract, unbranded retailers have the freedom to "shop around" to find the best wholesale price for their fuel.

3. What are some potential downsides to selling unbranded fuels?

[NACS reports](#) that, when the supply of fuel is limited, oil companies will prioritize their own stores and their branded contracts. Unbranded retailers will need to compete for the remaining supply.

A Powerful Pairing

Unbranded fuel usually bears the name of the C-store. Therefore, consumers almost certainly associate the unbranded fuel with the C-store brand even if the fuel was refined by a Big Oil company. With price a leading factor influencing fuel purchases, and C-stores leveraging [strong foodservice offerings](#) to increase foot traffic and extend visits, C-store chains that combine unbranded fuel with leading foodservice may, in fact, be supercharging their competitive advantage.



Stand-Alone Stations and B99 Expansion

Two new developments are emerging in retail fuel. They are:

Stand-Alone Fueling from a Big Box Retailer: Costco plans to open its [first stand-alone gas station](#) in California. It will not have an adjacent wholesale store, nor will it have a convenience store. Fueling will only be available to Costco members.

Expanded Fuel Offerings at Travel Centers: Pilot is [adding B99 biodiesel](#) at three of its travel centers. This introduction brings a low-carbon solution to commercial fleets in Illinois, Iowa and Texas.



Celebrating 10 Years of Fuels Market News

Source is proud to have been contributing thought leadership articles to [Fuels Market News](#), which is published by [NACS](#), for over 10 years. In addition to our articles, find industry news from leading authorities like the [Transportation Energy Institute](#), information about webinars and more in FMN Magazine, online and in their newsletters. Visit fuelsmarketnews.com to learn more.

From Here to There: That's a Wrap on This Year's Slate of Trade Shows



A trio of trade shows had us crisscrossing the country this fall. We began September with the CFCA Summit in San Diego, CA. We welcomed many guests to Booth 410 Sept. 3-4 and enjoyed the refreshments at the beer garden we sponsored.

Next up, we headed to Polar Park in Worcester, MA, where we connected with visitors at Booth 31 at the NECSEMA Expo on Sept. 10.

Things wrapped up in the Midwest with a spectacular PEI Convention at the NACS Show in Chicago Oct. 15-17. A steady stream of attendees came to our booth (#S3520) — it was great talking with everybody who stopped by!

This year's PEI/NACS was also loaded with educational programs, including several about fueling system equipment. In fact, our very own Jeff Dzierzanowski participated in the panel discussion "Biofuels: Funding, Compatibility, and Future Trends." Nice work, Jeff!

We look forward to seeing you at the 2026 PEI Convention at the NACS Show Oct. 6-9 in Las Vegas!



Our Third California Facility Is Now Open and Serving the Bay Area



We are excited to announce that our newest facility, located in Fremont, CA, is open for business!

The address for our new warehouse, which can be reached by calling (855) 332-8298, is:

Source North America
 4111 Pestana Place
 Fremont, CA 94538

We remain dedicated to being the retail fuel industry's single source for the industry-leading equipment and expertise that our customers rely on to future-proof their sites, meet regulations and provide a safe and welcoming fueling experience. Please stop by, give us a call or [send us a note](#) to let us know how we can help you!



Source University Training Center to Host Cathodic Protection Program

The Source University training facility in Arlington, TX, will host a two-day STI/SPFA program on cathodic protection Nov. 5-6.

STI/SPFA's Cathodic Protection Training course focuses on the real-world needs of individuals and companies that plan to conduct field testing of cathodic protection monitoring systems for underground storage tanks.

According to STI/SPFA, this certification program offers a practical approach for those wanting to become CP testers and for those who simply want to understand readings. During the training session, industry experts will present the latest methods for monitoring and troubleshooting cathodic protection systems to help UST operators meet environmental compliance regulations.

This is the second training session STI/SPFA has conducted at Source University this year. In April, the organization offered aboveground tank system inspector training.

We're already receiving requests to host programs in 2026. To inquire about setting up an event at the training center or to take a 360° tour of the training facility's classroom amenities, please visit the [Source University Training Center web page](#).

To learn more about the program, please visit the [STI/SPFA cathodic training web page](#).