



Lynch Oil aims first EMV seal with Heartland-Pinnacle POS

Burley, Idaho-based Lynch Oil is upgrading its point-of-sale (POS) system, with the help of Heartland Payment Systems and The Pinnacle Corp., aiming to become the first Europay, MasterCard and Visa (EMV)-compliant petroleum retailer, reported the CSP Daily News.

Lynch Oil will be implementing the EMV POS at its six Mr. Gas locations in southern Idaho.

"We do our best to be the first to offer the most effective advancements in card payments and point-of-sale systems, especially when it enhances our customers' experiences at our Mr. Gas locations and protects their card data from hackers," said Nick Lynch, owner of Lynch Oil and president of Mr. Gas.

The EMV POS, launched by payment processor Heartland and technology automation solutions Pinnacle, accepts EMV chip cards for indoors and contact transactions and provides highest level of protection from card fraud.

"I am pleased that the industry is finally seeing an implementable certification to meet the compliance date," said Gray Taylor, executive director of Conexxus, an organization dedicated to the development and implementation of standards in the convenience store and petroleum market.