



U.S. fuel retailer selects Gilbarco for new EMV payment terminals

Colbea Enterprises is implementing Gilbarco Veeder-Root's EMV-compliant payment terminals across their entire network of more than 100 convenience stores.

As it upgrades its network for EMV payment acceptance, Colbea is also installing Gilbarco Veeder-Root's Passport Point of Sale and FlexPay IV payment terminals, which include Gilbarco's Applause TVs.

"Their forecourt media offering has been a great asset for attracting customers to our stores and also growing in-store sales, and their Passport point of sale has helped us run our business efficiently," said Andrew Delli Carpini, CEO, Colbea Inc.

In addition to enabling EMV payments at the pump, FlexPay IV's TV features provide gas stations and convenience stores the ability to engage consumers while they are pumping gas with news and entertainment content along with product advertisements and digital coupons.

"They continue to be a proactive marketer, and are taking advantage of equipment upgrades driven by EMV to also improve how they interact with their customers to drive more business," said Mark Williams, Vice President of Marketing North America, Gilbarco Veeder-Root.

Colbea Enterprise owns, operates and supplies Shell-branded products through a network of 110 company-operated sites, dealer sites and open-dealer sites. Colbea is a joint venture between Motiva Enterprises LLC and East Side Enterprises LLC.