



# NATSO

## Press Release

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NATSO Contact: Tiffany Wlazlowski Neuman

Vice President, Public Affairs

Direct: [\(703\) 739-8578](tel:7037398578)

Email: [twlazlowski@natso.com](mailto:twlazlowski@natso.com)

FOR IMMEDIATE RELEASE

### **NATSO Announces New Partnership With Allied Brand Capital To Help Truckstop and Travel Plaza Operators Buy, Maintain and Upgrade Equipment**

**ALEXANDRIA, VA.** –NATSO, the national trade association representing truckstops and travel plazas, is excited to announce its latest Chairman’s Circle member, Allied Brand Capital, a provider of capital equipment financing and leasing for a number of truckstop and travel plaza’s needs, including pumps, underground storage tank equipment, credit card processing technology, LED lighting, franchise fees and more.

“An amazing amount of capital is required to run and maintain NATSO members’ locations. Changing regulations also bring needed upgrades, and our partnership with Allied Brand Capital will give operators another option for funding their equipment and technology needs,” said Pamela Hayes, vice president of business development at NATSO.

“At Allied Brand Capital, we believe working with clients, like NATSO members, to help them tackle their business and work flow challenges, as opposed to just providing financing, is the right approach,” said Mike Cerminaro, president of Allied Brand Capital. “When lenders only focus on financing they often miss significant opportunities to make a real difference for their clients.”

Hayes said operators currently are experiencing equipment purchases and upgrades related to new EMV standards for credit card processing. Allied Brand Capital is designing special pricing and guidance on equipment financing related to these required upgrades.

“As truckstops and travel centers migrate toward EMV compliance, they need to focus on significant equipment upgrades, including point-of-sale systems and fuel dispensers,” Cerminaro said.

Allied Brand Capital’s financing programs not only provide solutions for financing new equipment upgrades, but they also provide financing that may include the related costs of site surveys, installation, freight and sales tax. In addition, the program can provide financing solutions for above ground storage tanks, bulk on-island DEF dispensing equipment, LED lighting, car wash equipment, food service equipment and other in-store equipment needs.

To learn more, NATSO members can contact Chuck Lemar, EVP of Allied Brand Capital, by phone at [\(978\) 400-1628](tel:9784001628) or by email at [chuck.l@alliedbrandcapital.com](mailto:chuck.l@alliedbrandcapital.com). NATSO members may also visit them on their website at [www.alliedbrandcapital.com](http://www.alliedbrandcapital.com).

NATSO is growing its number of industry partnerships and new cost-saving programs for members.

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*NATSO is the trade association of America's travel plaza and truckstop industry. Founded in 1960, NATSO represents the industry on legislative and regulatory matters; serves as the official source of information on the diverse travel plaza and truckstop industry; provides education to its members; conducts an annual convention and trade show; and supports efforts to generally improve the business climate in which its members operate.*

NATSO, 1330 Braddock Place, Suite 501, Alexandria, VA 22314

If you have questions or comments about this email, please contact [twlazlowski@natso.com](mailto:twlazlowski@natso.com).

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