



## **For Immediate Release**

### **SOURCE NORTH AMERICA CORPORATION TEAMS UP WITH ALLIED BRAND CAPITAL TO PROVIDE FINANCING SOLUTIONS TO ITS CLIENTS**

*Enabling petroleum retailers and fuel marketers to make EMV upgrades more efficient.*

KINGSTON, NJ, January 29, 2016 – Fuel marketers and convenience-store retailers that are actively seeking to acquire new EMV equipment for point-of-sale system and fuel dispenser conversions will soon find the upgrade path has become even easier. Allied Brand Capital (“ABC”), a leading specialty equipment finance company focused on the retail petroleum industry, is proud to announce that it has teamed up with Source North America Corporation (“Source”), one of the largest fueling equipment distributors, to launch a one-stop EMV acquisition/financing program.

The program provides a selection of financing and leasing options to assist in EMV upgrades, including Fuel Dispensers, Point-of-Sale Systems, Flex Payment Systems and Forecourt Merchandising, prior to the October 2017 forecourt liability shift. The program also allows smaller chains and independent petroleum retailers to have access to favorable financing options – especially in light of the recently passed October 2015 deadline for EMV compliance in-store. The deadlines will be enforced with a liability shift impacting retailers if they become victims of card fraud by accepting credit or debit cards at a legacy “mag-stripe” point-of-sale terminal.

“Fuel marketers and retailers have been asking how they can make their investments in EMV equipment match the cash flows of their business, rather than being exposed to a large one-time capital outlay,” said Mike Cerminaro, President, Allied Brand Capital. “In response to these inquiries, we have teamed with Source, one of the leading, solutions oriented, fueling equipment distributors in the industry to offer a comprehensive one-stop product purchase and financing solution.”

“At Source, we provide distinct fueling equipment solutions by listening, solving and delivering on our customers’ specific needs”, said Joe O’Brien, VP Marketing, Source. “ABC’s strong customer service orientation aligns them well with Source’s dedicated customer solutions approach”.

This innovative one-stop program not only provides solutions for financing new or EMV-upgraded equipment, but it also provides financing that may include the

related costs of installation, shipping and sales tax. In addition, the program can provide one-stop purchase/financing solutions for underground storage tanks, above ground storage tanks, bulk on-island DEF dispensing equipment, LED lighting, car wash equipment, franchise fees, food service equipment and other in-store equipment needs.

For more information on Source North America Corporation, please call (800) 572-5578, or visit [www.sourcena.com](http://www.sourcena.com).

**Source™ North America Corporation** was founded in 1979 and specializes in providing equipment, parts and materials for the construction and maintenance of gas stations, convenience stores and petroleum & chemical handling facilities. Today, the company has 14 sales offices with more than 140,000 square feet of warehouse space across the country, anchored by its central warehouse in suburban Chicago.

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For more information on Allied Brand Capital, please call 844-562-6001, or visit [www.alliedbrandcapital.com](http://www.alliedbrandcapital.com).

**Allied Brand Capital** specializes in enabling small business owners to succeed by providing hassle free equipment financing in the retail and commercial petroleum industries. Working with its customers to enable them to optimize their financing and capital structures, Allied Brand Capital is a leading provider of capital equipment financing and leasing for re-imaging, EMV upgrades, UST's, LED lighting, walk-in coolers, car wash equipment, food processing equipment, franchise fees and much more.

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