

# Zarco 66 Earth Friendly Fuels Driven by Dresser Wayne Technology

Since the company first opened as a petroleum wholesaler and fertilizer company in 1968, Zarco 66 Earth Friendly Fuels has continued to evolve and develop market opportunities. Today, family-owned Zarco 66 operates nine retail fuel locations in Kansas along with a wholesale fuel business. Setting a standard for alternative fuel sites, the company's newest location in Lawrence, Kansas is dispensing only ethanol blends and biodiesel. And Dresser Wayne technology makes it possible.

Zarco 66 Earth Friendly Fuels is a revolutionary concept spearheaded by President Scott Zaremba. "We are an independent retailer. To remain competitive we have to stay at the cutting edge of the industry. Alternative fuel offers a great opportunity to address the challenges facing the market and our nation. It is the new direction of fueling and we want to be at the forefront," he says.

The exclusively alternative fuels retail station in Lawrence, Kansas reflects Zaremba's pioneering spirit in all aspects. In addition to dispensing ethanol and biodiesel blends, the site is a model for transforming an existing site into a sustainable, eco-friendly location. "It was cost prohibitive to build a brand new green site," Zaremba explains. "Our goal was to demonstrate how to lower energy consumption and employ earth friendly practices on a reasonable budget."

In renovating the new site, Zaremba took advantage of every opportunity to follow the Environmental Protection Agency's (EPA) four Rs: reduce; reuse; recycle, and renew. He used rocks removed during the excavation of the previous underground tanks in the landscaping, ground the concrete to use as backfill when new tanks were placed in the ground, and replaced all lighting with low energy consumption bulbs.

What's more, the Zarco 66 Earth Friendly Fuels site employs leading eco-conscious technology such as wind and solar power. The coffee shop showcases a living roof with a garden that reduces storm water runoff and filters air pollutants. And the site features Dresser Wayne alternative fuel compatible dispensers, the technology that Zaremba credits with helping to make his vision a reality.



“Dresser Wayne understands that dispensing fuel is only one part of the equation. The larger picture is that we have a business with many complex dynamics. The equipment we purchase needs to support our efforts to serve our customers and community.”

-Scott Zaremba, President of Family-owned Zarco 66 Earth Friendly Fuels



## Challenge

Scott Zaremba has been interested in creating an alternative fuel retail site for several years, but he needed to find the fuel dispenser technology that could support his idea. “Dispensing alternative fuels has a unique set of requirements,” Zaremba describes. “The dispensers must be able to blend the fuel in precise ratios, and they must be constructed with material that can stand up to the corrosive nature of alternative fuel.”

These considerations were not the only conditions that Zaremba had to balance. The right dispensers also needed to support Zarco 66’s business operations. They had to provide dependable forecourt point-of-sale functionality and secure pay-at-the-pump capabilities. And Zaremba was also looking for something extra - a way to educate customers about the benefits of alternative fuels.

## Solution

Zarco 66 Earth Friendly Fuels found what it needed with Dresser Wayne’s eco-fuel Ovation® iX™ fuel dispenser. The Ovation iX dispenser is engineered to accurately blend gasoline or diesel with alternative fuels. As a result, Zaremba can offer varying ratios of ethanol and biodiesel. Plus, the dispenser is constructed with special elastomers and electroless nickel-plating, materials strong enough to handle the demands of alternative fuels. It also features hard anodized or nickel-plated castings, stainless steel piping and an ethanol-compatible filter. Consequently, Zarco 66 can confidently dispense alternative fuel for years without worrying about corrosion.

In addition, Zaremba choose to outfit his Dresser Wayne Ovation iX dispensers with eco-fuel Xflo™ meters. The highly precise meter features advanced engineering with a screw rotor design that reduces friction between the sealing surfaces. The result is reduced wear and the virtual elimination of meter drift. It saves Zarco 66 the cost of fuel lost to meter drift, and because it does not require recalibration, the Xflo meter saves Zaremba maintenance costs. “The Xflo meter accurately measures every drop of fuel,” Zaremba adds. “This means we can guarantee high quality blended fuels with the assurance that the fuel ratio is exactly what it should be.”

Another beneficial feature of the Ovation iX fuel dispenser is the iX Technology Platform which offers Zarco 66 expanded management, maintenance and marketing capabilities. It supports the company’s business objectives through a selection of powerful tools. For example, iX Media digital merchandising provides a dynamic in-dispenser multimedia platform. Zarco 66 uses iX Media to play videos that educate consumers about alternative fuels. “There is still a great deal of confusion in the market about alternative fuels,” Zaremba describes. “The educational component of this concept is a significant part of its success. We need to be an informational resource for people.”

## Dresser Wayne Technology at Zarco 66

Ovation iX Fuel Dispensers  
Xflo Fuel Meter  
iX Media Multimedia Merchandising  
iSense Remote Monitoring

Nucleus® Point-of-Sale System  
Cash Acceptors  
Dual Price Posting

The iX Technology Platform also supports iSense™ remote monitoring, a feature that enables Zarco 66 to coordinate maintenance activities. This not only saves the company money and resources, it ultimately reduces the energy consumption related to multiple maintenance visits. “We can consolidate service tasks because we know at all times what is happening with the dispensers. The system actually sends me an e-mail if it requires staff assistance, for example a paper outage in a receipt printer,” Zaremba says.

## Benefit

Dresser Wayne technology has been instrumental in helping Zarco 66 Earth Friendly Fuels advance and serve the growing alternative fuels market. The company’s vision for an eco-friendly site has come to fruition thanks to the Ovation iX dispensers’ combination of eco-fuel compatibility and business-supporting tools. “Dresser Wayne understands that dispensing fuel is only one part of the equation,” says Zaremba. “The larger picture is that we have a business with many complex dynamics. The equipment we purchase needs to support our efforts to serve our customers and community.”

And the station has already had a considerable influence on the community. Zaremba shares, “Everyone is extremely excited to have a retail fuel facility that is creating a sustainable location and providing a renewable energy source. There has been a tremendous amount of community involvement, and it is an evolving project as technology continues to develop.”

What’s more, the impact of Zarco 66’s vision goes well beyond serving customers in Lawrence, Kansas. The EPA has designated the sites as a Green Energy Gateway station, the first of its kind in the world. As part of the program, the EPA will continue to monitor the site’s energy reduction in an effort to establish standards that other stations can utilize as they implement green practices.

## About Dresser Wayne

With offices on five continents, manufacturing facilities on four, and thousands of employees worldwide, Dresser Wayne has shaped the retail and fleet fueling industry ever since its modest beginnings in 1891. Known for combining cutting-edge technology with exceptional customer focus and win-win industry partnerships, Dresser Wayne has become the leading supplier of integrated solutions to its customers in the retail and fleet petroleum industry. Dresser Wayne—headquartered in Austin, Texas—is largely responsible for the innovations that contribute to the look and functionality of the modern service station. From dispensers and POS systems to retail intelligence and after-sale support services, Dresser Wayne is committed to continuing its long tradition of providing innovative, customer-centric solutions in all facets of the industry. Dresser Wayne is a business segment of Dresser, Inc.

## About Dresser, Inc.

Dresser, Inc. is a leader in providing highly engineered infrastructure products for the global energy industry. The company has leading positions in a broad portfolio of products including valves, actuators, meters, switches, regulators, piping products, natural gas-fueled engines, retail fuel dispensers and associated retail point of sale systems and air and gas handling equipment. Leading brand names within the Dresser portfolio include Dresser Wayne® retail fueling systems, Waukesha® natural gas-fired engines, Masoneilan® control valves, Mooney® regulators, Consolidated® pressure relief valves, and Roots® blowers and rotary gas meters. It has manufacturing and customer service facilities located strategically worldwide and a sales presence in more than 100 countries. The company's website can be accessed at [www.dresser.com](http://www.dresser.com).



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