

# St1 Energy Company Finds Forward-Thinking Partner with Dresser Wayne

St1, an energy company based in Finland, is well on its way to becoming one of the leading producers and distributors of carbon dioxide-reducing energy. With 650 vehicle fueling stations in Finland, Sweden, Norway and Poland, the company is continuously exploring ways to develop new alternative fuels and bring them to market. As it makes advances in the industry, St1 looks to Dresser Wayne's innovation and future-forward technology to help create greener, cleaner fueling solutions while delivering a progressive customer experience.

St1 has an important mission in the fight against global climate change - to reduce environmentally-harmful fossil carbon dioxide emissions. The company wants to transform the consumer fueling experience into an eco-friendly, engaging event rather than a chore on the "to do" list that requires a steady supply of non-sustainable fossil fuel. Through a combination of advanced biofuel production as well as environmentally-sustainable energy sources and sophisticated marketing at its retail fueling sites, the company is making great strides toward accomplishing these objectives.

Since 1997, the Finland-based energy organization has expanded its network of fuel stations to approximately 400 in Finland, 200 in Sweden, 40 in Norway and 10 in Poland. And since it established its St1 Biofuels Oy organization in 2006 to explore biofuel production concepts, St1 has made significant advances in biofuel production technology. The company has been honored repeatedly in the industry with awards for its groundbreaking work.

St1 produces alternative fuel and distributes it in five locations in the Greater Helsinki area and has plans to expand distribution to other sites in Finland and Sweden. In fact, the company has developed a patented process for transforming biowaste from nearby bakeries, restaurants, businesses and residences into an earth conscious and cost-effective biofuel, Refuel RE85 ethanol. "We are tapping into a plentiful resource, waste, and transforming it into vitally-needed and useful energy," St1 Sales Director, Mikko Reinekari explains. "Whether its industry waste, municipal waste or household waste, there will always be a supply of this energy source."

Called Etanolix®, the production process vastly diminishes the environmental impact incurred during fossil-fuel production. It not only reduces the dependence of motorists on fossil fuel, it reduces the carbon dioxide emissions associated with producing, transporting and distributing petroleum products. In fact, RE85 cuts transport-related fossil carbon-dioxide by up to 80 percent.



In alignment with St1's eco-conscious philosophy, the company goes beyond biofuel production and distribution. It looks for every possible opportunity to reduce its impact on the environment. One example of St1's commitment is its initiative to use alternative energy throughout its fuel station network. The company assesses each location for the potential to operate under wind and solar power. If a site is suitable, St1 installs wind turbines and solar panels to the fuel station to provide energy from a non-fossil fuel source in every day operations.

*"Part of our business concept is to transform the fueling experience into something that our customers enjoy and look forward to doing. The Global Ovation iX features a large, in-dispenser full-color screen that allows us to share informative videos with our customers while they refuel their cars. We can entertain them as we tell them about our award-winning biofuel production processes. Plus, we can use iX Media to market additional products in our stores."*

-Harri Tuomaala, Marketing Director St1

## Challenge

As a company with an innovative approach to doing business, St1 regularly encounters a range of new challenges and opportunities. With a combination of alternative fuel sites and petroleum sites, it needs equipment capable of handling fueling needs in both scenarios. Plus, some locations are full service stations and conveniences stores with staff on hand while others are fuel-only locations without staff. Consequently, the fueling equipment the company selects must be flexible, scalable and durable.

Among the issues that the organization has had to face is that biofuels require a unique set of resources. With the technology and equipment needed to support alternative fuels still emerging, St1 needs equipment and service providers that are on the cutting edge of this developing field. For example, biofuels can be more corrosive than fossil fuels. RE85 requires dispensers that are made of compatible materials specifically designed to meet alternative fuel storage, metering and dispensing demands.

Consumer education is another challenge for the alternative fuel industry. Customers are eager to learn more about the advantages of earth friendly fuel and how they can incorporate its use into their lives. Education is a key component of helping consumers move to the use of more eco-friendly fuels like RE85. As a result, St1 needs communications solutions in addition to fuel dispensing technology

## Solution

St1 is always looking to the future and developing solutions that anticipate and address the industry's coming needs. Consequently, the company partners with vendors that demonstrate the same commitment to forward-thinking progress and advanced technology.

Having used Dresser Wayne equipment in its forecourts for many years, St1 was already familiar with Dresser Wayne's track record as an industry innovator that provides reliable solutions. St1 turned to Dresser Wayne for alternative fuel compatible solutions for its new biofuel stations as well as solutions for its petroleum locations, both the full-service sites and the unmanned stations.

St1 has deployed more than 800 Dresser Wayne Global Ovation iX® and Global Star dispensers in its stations throughout Finland, Sweden, Norway and Poland. "Every location has a unique set of requirements," says Reinekari. "The Global Ovation iX is ideal for our larger sites that demand a full range of dispensing and forecourt marketing capabilities while the Global Star is a good fit for our 'city concept' sites. These stations are small, unmanned locations with only one pump. The Global Star's compact size is perfect for these applications."

When it comes to St1's RE85 ethanol sites, the company knew that it needed equipment capable of handling the severe demands of biofuels. The Dresser Wayne Global Ovation iX fuel dispenser offers the required alternative fuel compatibility along with the marketing capabilities that St1 needs to successfully distribute RE85 and to educate customers about biofuel.

## Dresser Wayne Technology at St1 Retail Fueling Sites

Global Ovation iX Fuel Dispensers

Stage II Vapour Recovery Systems

Global Star Fuel Dispensers

iX Pay Secure Payment

Xflo Fuel Meter



One of the main advantages that the dispenser provides is the ability to accurately deliver petrol or diesel with St1's refuel ethanol biofuel. Constructed with special elastomers and electroless nickel-plating, the Global Ovation iX dispenser is strong enough to stand up to the corrosive qualities of alternative fuels. It also features hard anodized or nickel-plated castings, stainless steel piping and an ethanol-compatible filter.

Plus, the Global Ovation iX features the iX™ Technology platform which offers expanded management, maintenance and marketing capabilities. Through the iX Media digital merchandising functionality, one of the iX Technology platform's powerful tools, St1 can educate customers about its eco-friendly mission and the benefits of RE85. "Part of our business concept is to transform the fueling experience into something that our customers enjoy and look forward to doing," St 1 Marketing Director, Harri Tuomaala explains. "The Global Ovation iX features a large, in-dispenser full-color screen that allows us to share informative videos with our customers while they refuel their cars. We can entertain them as we tell them about our award-winning biofuel production processes. Plus, we can use iX Media to market additional products in our stores."

Additionally, St1 has equipped its recently-purchased 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 for exceptional metering accuracy. Plus, it saves St1 the cost of fuel lost to meter drift, and because it does not require recalibration, the Xflo meter saves maintenance costs too.

St1 has also chosen to implement Dresser Wayne's Stage II Vapour Recovery Systems in its dispensers. Although Stage II Vapour Recovery is not required in Finland, the company is proactively doing all it can for environmental preservation. St1 is voluntarily implementing a solution to capture emissions that escape into the atmosphere during refueling. The company also plans to implement Dresser Wayne's iX Pay secure payment outdoor terminal with cash acceptors. The iX Pay solution is compliant with recently-mandated Payment Card Industry regulations that help protect valuable financial data. Plus, it is a modular and scalable solution that enables St1 to add capabilities as their business needs change or as the industry develops additional regulations to stay ahead of financial data theft.

## Benefit

St1 can continue to stay focused on advancing alternative fuel production with full confidence that Dresser Wayne is designing forecourt solutions which facilitate alternative fuel distribution.

Dresser Wayne offers flexible dispenser models to suit each of St1's locations as well as advanced technology to help re-define the customer fueling experience. St1 customers enjoy ergonomic simplicity and user-friendly operation through the Global Star and Global Ovation iX dispensers' sleek design. Plus, Dresser Wayne's decades of industry experience culminates in solutions that meet environmental and financial standards.

What's more, St1 knows that rather than simply an equipment provider, they have a partner they can trust to help develop tailored solutions. "When you are on the cutting edge of an industry, it is important to have resources you can trust," Reinekari describes. "Dresser Wayne has a proven record of reliability. As we face exciting new possibilities in the alternative fueling arena, we have a partner that will work with us to address emerging trends."

## 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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