

## **PriceAdvantage Fuel Pricing Software Experiences Substantial First Quarter 2016 Growth**

### *Privately Held Company Adds Record Number of Customers and Fuel Outlets*

Colorado Springs, Colo. ([PRWEB](#)) April 10, 2016 -- PriceAdvantage, a fuel price management software company and division of Skyline Products, announced today that the company experienced substantial growth for Q1 2016. The growth is attributed in part to MAPCO expanding their use of PriceAdvantage software to include 355 company operated stores, as well as this partial list of new customers: Bell Stores (Ohio), Central Oil (Louisiana), Clark Oil (Mississippi), Enmarket (Georgia), Maverik (Utah), Rally Stores (Florida), and Tri-State Petroleum (West Virginia).

The growth represents recent adoption by large enterprise and small-chain fuel retailers alike. “This flourish of new customers represents a significant shift in our industry,” said Chip Stadjuhar, CEO of Skyline Products. “In this current market, fuel retailers know they must either adopt new technologies and processes or they cannot remain competitive. Our customers easily leverage PriceAdvantage fuel pricing software to help maximize margins, manage volumes, and increase profits so they can push beyond simply surviving.”

PriceAdvantage software allows fuel marketers to easily gather competitor prices, replacement costs, historical data, store specific/market insight as well as leverage economic modeling to determine and push new fuel prices to the street faster and more accurately. The affordable solution is easy to install, easy to use, and currently provides pre-built, verified integrations with many of the convenience store industry’s leading software and hardware providers, including: VeriFone, Gilbarco, NCR, Wayne Fueling Systems, Fiscal, PetroZone, OPIS, GasBuddy, PDI, WEX TelaPoint, and Zingon.

PriceAdvantage boasts a long list of well-established customers, including CST, Family Express, Flyers, SPINX, Sheetz, and CEFCO. Many of the most recent customers have chosen to remain anonymous knowing that using PriceAdvantage provides a distinct competitive advantage in the markets they serve.

#### About PriceAdvantage

PriceAdvantage creates Software to Fuel Your Pricing Strategy™. Our easy-to-use, highly configurable, patented solution allows fuel marketers to execute their unique fuel pricing strategy faster and more accurately by reducing manual processes and human errors. PriceAdvantage enables customers to make rapid, informed fuel pricing decisions based on their unique business rules, then automatically post new prices to their POS systems, fuel pumps and price signs, and then receive price change confirmation – all in just minutes. PriceAdvantage is singularly focused on fuel pricing software and is a division of a privately held U.S. company, Skyline Products, which produces software solutions and thousands of American-made electronic price and transportation signs annually. Learn more at [www.PriceAdvantage.com](http://www.PriceAdvantage.com).

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