

## EDITORIAL



*Dear readers,*

a few things have been happening at Hectronic in recent months: now that the subsidiary Hectronic Rhein-Ruhr, which was founded four months ago, has truly started holding up successfully, the Swiss location will be strengthened by the acquisition of the service and sales activities of the company Bennett+Sauser.

This development is a very exciting challenge! Overall, we want to develop to be closer to our end customers and in doing so better learn and understand their requirements in each country.

Another fundamental building block for this are the Sales Conferences. In early June, we welcomed our parking guests to Dubrovnik for three days. They will be followed by our refuelling partners in September.

You can find more interesting topics in this year's third issue of HecNews.

I hope you enjoy reading it!

With best regards,  
Stefan Forster

## Parking Sales Conference 2013 in Dubrovnik

Sales conference on the Pearl of the Adriatic was a resounding success in every respect



This year's Parking Sales Conference took place in the south of Croatia, or to be more precise, in Dubrovnik. Sales partners from a multitude of countries accepted the invitation to come to the Adriatic.

On Friday, 7 June 2013 the Hectronic Managing Director, Stefan Forster, warmly welcomed the approximately 50 participants to the 2-day Parking Sales Conference under the Croatian sun. Then there followed presentations from external speakers on a whole host of topics, such as contactless payment.

After to the company Rauwers SA from Belgium, had been crowned „Partner of the Year 2012“, the first day of the conference was rounded off with an outdoor evening meal and a view of the sea.

The Saturday, meanwhile, saw workshops take place on the new innovations and developments that some Hectronic staff had prepared for the partners.

During this time, the wives of conference participants had the opportunity to get to know Dubrovnik's Old Town as part of the Ladies' Programme, to leave their cares behind them on a boat trip to Lopud Island, and while the afternoon away at the beach following an abundant fish buffet.

The second day of the conference was rounded off on „Karak“, a restored pirate ship. In addition to a diverse selection of dishes, the guests were also invited to attend a pirate show performance.

On the Sunday, meanwhile, interested individuals were able to take part in a cultural programme in Dubrovnik's Old Town, after which they travelled to the airport.

**„We really enjoyed the Parking Sales Conference, especially the time devoted to networking and exchanging interesting information!“**

Mats Monie, Modul-System

## Hectronic exhibits successfully at the „Tankstelle & Mittelstand ,13“ Trade Fair in Münster



Our participation at the trade fair in Münster in 2013 appears to have been very successful.

„Demand was higher than in 2011, there was a good exchange of information and interesting dialogue with experts in the field,“ said Elmar Limberger, Sales Manager for Germany, Switzerland & Austria.

It all began in 1983 with the eft (Purchasing Company of Independent Filling Stations) in-house trade fair. Between 1995 and 2001 the trade fair broadened out to become the main event of the small and medium-sized filling station sector, under the name „Tankstelle & Mittelstand“.

Hectronic has been present at the trade fair every other year for quite a few years now.

Hectronic's trade fair team was also supported by our distribution partners in Germany. Our partner firms G&G Tanktechnik GmbH & Co. KG, ght GmbH, Gleichauf GmbH, Hectronic RheinRuhr, Kienzle Argo GmbH and Schroiff GmbH & Co. KG were also there.

Hectronic is very happy with feedback regarding its trade fair participation and will follow much the same concept again at the 2013 Tankstelle & Mittelstand Trade Fair.

## EDV-SOS POS systems now linked to FleetNet

Communication is the keyword that underpins HecPoll FleetNet. This module enables online authorisation of station cards from individual stations to a control centre. The system has an open design. The standardised online (ISF-based) interface to the FleetNet server offers the function to connect POS or automated systems from various manufacturers to the control centre server.

A new feature is voucher and credit management via FleetNet. Additional highlights of FleetNet include central black/white list management and central limit management (limits are in real time throughout the entire network). Another key function is the high level of security (against misuse). Cards from Hoyer, Renz, EPT, Eurotoll Greenline and Eurowag can now be authorised over FleetNet links. Other cards will follow in the foreseeable future.

After a successful start in 2010, when HecStar and HecFleet fuel terminals were linked to FleetNet, it is now possible to connect up the „Biskas“ POS system from Hectronic subsidiary EDV-SOS.

The first customer for this system is Fritz Wahr Energie GmbH & Co. KG from Nagold in the Black Forest in Germany.

## Hectronic USA at the IPI Conference & Expo



Hectronic USA exhibited at the annual "International Parking Institute Conference and Exposition" on May 19-22. IPI was held this year in the Fort Lauderdale Convention Center in Fort Lauderdale Florida. The IPI Conference & Expo is the world's largest educational and networking event for parking and transportation professionals. With over 250 exhibitors and 2500 plus attendees, this made the 2013 IPI Conference and Exposition a major success.

Hectronic USA, was well represented and Launched its new Citea with a Bill Note Acceptor. This completely redesign solution was well received by the IPI Attendees and will be a great addition to Hectronic's already strong product line.

All in all the show was very successful for Hectronic and the US staff looks to leverage its strong showing in 2014.

## OptiLevel-Project MIGROL

*Hectronic supplies ATG for 300 Migrol petrol stations in Switzerland*

The Swiss company Migrol AG is one of Switzerland's best-known petroleum retailers, with over 300 petrol stations.

Migrol recently decided to use Hectronic's cutting-edge OptiLevel capacitive measurement system for its tank content management.

Our OptiLevel tank content management system has received both the OIML R85 certificate and KVV/SVTI approval for Switzerland, and it

naturally also has ATEX and IECEx approval. The OptiLevel system is generally not using the tank wall as an electrode – the OptiLevel probe measures with two of its own electrodes in a highly stable stainless steel tube. This robust mechanism does not need any moving parts, such as float gauges, which gives it a very long service life. The probe is not sensitive to electromagnetic fields such as those generated by immersed pumps.



One particularly interesting feature of OptiLevel is that it automatically adapts itself to the relevant fuel (i.e. petrol, diesel, LPG or AdBlue), making calibration unnecessary. The same probe is used for diesel and petrol with various ethanol compositions. A slightly modified design is required only for AdBlue and LPG.

The system's great flexibility enables straightforward and inexpensive connection to smaller and larger petrol station networks with a central connection via head office. The different interfaces also allow a connection to various POS systems. As a result of these positive features, many leading national and international petroleum companies have successfully used Hectronic's tank content management systems for years and have come to value their great reliability.

## Hectronic AG takes over the sales and service activities of Bennett + Sauser AG

Hectronic is pleased to announce that it has acquired the sales and service activities of Swiss company Bennett + Sauser AG. Having traded successfully for nearly 50 years, Bennett + Sauser AG, based in in Solothurn / Zuchwil, will now benefit from the huge resources Hectronic has to offer, allowing it to compete more effectively in the retail petroleum market.

Dr. Jürg Dübendorfer, Managing Director of Bennett + Sauser AG and its sister company Bamotec AG. Comments „We have to adapt to changing market conditions and we are delighted about the collaboration with Hectronic, which will allow our customer relationships to continue and keep much of our workforce in place. It's an ideal solution for everyone. The combination of petrol pumps and customer activated terminals with efficient service is essential," he says.

Stefan Forster, Managing Director of Hectronic, says: „We will continue to offer the many of loyal Bennett customers, the usual service they have come to expect. For Hectronic, a new Swiss-wide service network has been created, made up of specialists from both Bennett + Sauser and Hectronic. We are also building upon our sales expertise. Fabrizio Lavieri is a significant addition to our team and will ensure ideal continuity.“

# Hectronic

*Smart solutions for parking and refuelling*

HecNews - Hectronic Company Magazine

Hectronic GmbH  
Allmendstrasse 15  
79848 Bonndorf, Deutschland  
Tel: +49 (0) 77 03 - 9388 0  
Fax: +49 (0) 77 03 - 9388 60

mail@hectronic.com  
www.hectronic.com