

SyncDisplay Pump-Side EPOS

Transforming UK Fuel Forecourts — In Partnership with Merco & Euro Garages

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The Opportunity

Every day, millions of UK motorists spend 3–5 minutes at a fuel pump — captive, stationary, and with their phone in their pocket. Until now, that dwell time has been wasted. SyncDisplay changes that.

We are deploying pump-side interactive touch screens across Merco and Euro Garages forecourts — enabling customers to browse the shop menu, order hot food and beverages, and pay for their fuel without leaving the pump.

The Product

SyncDisplay Pump-Side EPOS Terminal

A weatherproof, vandal-resistant 15.6” HD touch screen mounted directly on the fuel pump housing, running the SyncDisplay platform.

Specification	Detail
Display	15.6" Full HD IPS, 1000 nit outdoor-rated
Touch	10-point capacitive multi-touch, glove-compatible
Enclosure	IP65 weatherproof, IK10 vandal-resistant
Operating Temp	-20°C to +60°C
Connectivity	4G LTE + Wi-Fi 6 dual-path
Payment	Contactless (NFC), chip & PIN, Apple Pay, Google Pay
Management	SyncDisplay Cloud CMS — remote content & monitoring
Power	PoE+ or 12V DC from pump housing

What Customers Can Do

- **Order food & beverages** from the forecourt shop — hot drinks, snacks, meal deals — collected from the counter on the way out
 - **Pay for fuel** using contactless, chip & PIN, Apple Pay, or Google Pay — no need to queue at the till
 - **Redeem loyalty points** and apply promotional vouchers
 - **View real-time promotions** — targeted by time of day, weather, and vehicle type
 - **Access wayfinding** — toilet locations, air/water points, EV charging bays
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ROI for Forecourt Operators

Revenue Uplift — Example: 8-Pump Site

Revenue Stream	Monthly	Annual
Food & Beverage Orders (12% conversion, £6.50 avg)	£7,488	£89,856
Fuel Payment Processing Uplift	£1,200	£14,400
On-Screen Advertising Revenue	£1,600	£19,200
Loyalty Programme Uplift	£800	£9,600
Total Revenue Uplift	£11,088	£133,056

Estimated ROI: 820% in Year 1 based on hardware and software costs of £14,400 for 8 pumps.

Figures based on industry benchmarks. Actual results vary by site, footfall, and operational factors.

Marketing Opportunities

1. Targeted Digital Advertising

Sell advertising slots to fuel brands, FMCG companies, and local businesses. Each pump-side screen delivers 400–800 impressions per day — at eye level, to a captive audience.

2. Time-of-Day Promotions

Morning rush? Promote breakfast deals. Lunchtime? Meal deals. Evening? Ready meals and wine. The platform automatically rotates content based on time, weather, and day of week.

3. Loyalty Scheme Integration

Integrate with your existing loyalty programme — or launch a new one. Customers earn points on every fuel purchase and food order, driving repeat visits.

4. Fuel Brand Co-Op Advertising

BP, Shell, Esso, and Texaco all have co-op advertising budgets for forecourt operators. The SyncDisplay platform is pre-certified for all major fuel brand digital advertising programmes.

5. Cross-Sell & Upsell

“Add a coffee for £1.50” at the pump generates incremental revenue with zero additional labour cost. Average basket size increases by 23% when customers order at the pump vs. walking into the shop.

6. EV Charging Upsell

As your forecourt adds EV charging bays, the pump-side screen becomes the natural interface for charging session management, loyalty rewards, and entertainment during the 20–40 minute charge.

Why Pump-Side?

Visibility & Dwell Time

- **3–5 minutes** average dwell time per fuelling session
- **Eye-level placement** — directly in the customer’s line of sight
- **Captive audience** — customers cannot walk away while fuelling
- **Weather-protected** — IP65 rating means all-weather operation

vs. In-Store Screens

Factor	Pump-Side	In-Store
Dwell Time	3–5 min (guaranteed)	2–8 min (variable)
Audience	100% of fuelling customers	~30% who enter shop
Interaction Rate	12–18%	4–8%
Revenue per Screen	£11,000+/year	£3,000–5,000/year

The Partnership

SyncDisplay is currently deploying pump-side EPOS terminals across **Merco** and **Euro Garages** sites in the UK as part of a phased rollout programme.

Phase	Timeline	Sites	Status
Phase 1 — Pilot	Q1 2025	3 Merco sites (12 pumps)	Complete
Phase 2 — Expansion	Q2–Q3 2025	15 Euro Garages sites	In Progress
Phase 3 — Scale	Q4 2025	50+ sites	Planned
Phase 4 — National	2026	200+ sites	Planned

Technology Stack

The SyncDisplay platform is built on enterprise-grade infrastructure:

- **Cloud CMS** — manage all screens from a single dashboard
- **Real-time monitoring** — 99.9% uptime SLA with instant alerts
- **Offline resilience** — local caching ensures operation during connectivity loss
- **PCI DSS Level 1** compliant payment processing
- **GDPR compliant** — no personal data stored on-device
- **Remote updates** — content and software updates pushed over-the-air

Get Started

We offer a **free site survey** for any UK forecourt operator interested in deploying SyncDisplay pump-side EPOS terminals.

Contact us today:

- **Email:** hello@syncdisplay.uk
- **Phone:** +44 (0) 20 1234 5678
- **Web:** syncdisplay.uk/contact?type=fuel-forecourt
- **Request a survey:** syncdisplay.uk/projects/fuel-forecourt

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