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PriceAdvantage Fuel Pricing Software Expands to Europe

-- Enhanced Software Functionality, Addition of U.K. Staff to Support European Fuel Retailers --

Colorado Springs, Colo., August 15, 2016 — [PriceAdvantage](#), a fuel price management software company and division of Skyline Products, announced today that the company is expanding to serve clients in Europe. This expansion includes software enhancements designed to support the unique needs of European fuel marketers as well as the addition of sales and support staff dedicated to those customers.

The decision to invest in the internationalization of PriceAdvantage software was based primarily upon market demand. “The increased interest from European fuel marketers has hit a tipping point,” said Chip Stadjuhar, CEO of Skyline Products. “In this global economy, fuel marketers realize that the best solution to their unique fuel marketing needs might be found outside of their region. In addition, software companies such as PriceAdvantage provide hosted/SaaS solutions which make licensing global solutions easy and affordable”.

Market feedback proved that ease of use and affordability are not the only criteria fuel marketers use when selecting fuel pricing software. “As it turns out, European fuel marketers are much like those in North America,” shared Allison Wroe, PriceAdvantage Director of Marketing. “We’ve learned that these retailers want more than just software. They want a partner – one who responds to their needs quickly and who is honest and transparent with their pricing. That is something that makes PriceAdvantage unique – we are not a huge consulting firm. We are singularly focused on providing fuel pricing software that meets our customer’s needs now and provides the flexibility to support their growth.”

To support that promise of rapid customer response and a strategic partnership, PriceAdvantage has added [Stuart Dudman](#) as Business Development Manager for Europe. Mr. Dudman, who holds vast experience as solutions engineer in both software and fuel pricing industries, is based in London and will assist with the sales and support of all European customers. Stuart, having successfully worked in France and Germany, is fluent in German and is familiar with the unique retail fuel pricing challenges that the European market offers.

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.

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.