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## **PriceAdvantage Releases Case Study: How Rutter's Utilized PriceAdvantage Fuel Pricing Software and Skyline Fuel Price Signs to Optimize and Automate Fuel Pricing During the 2020 Pandemic**

*PriceAdvantage Integrations with Skyline Price Signs, PDI, NCR Radiant, Comdata Trendar, GasBuddy Business Pages, and Rutter's Loyalty App Created a Complete Ecosystem for Fuel Price Optimization, Price Change Execution and Confirmation, and Detailed Sign Diagnostics*

**Colorado Springs, Colo., August 5, 2020** — [PriceAdvantage](#), a patented software solution that helps retailers optimize and manage fuel prices, then automatically execute and verify price changes to the POS, pumps, and price signs, announced today a new case study. The case study demonstrates how Rutter's, a convenience store chain that operates 78 stores throughout Pennsylvania, West Virginia, and Maryland, embraced technology to optimize fuel prices and streamline the price change execution process.

During the 2020 pandemic, Rutter's, like all fuel retailers, dealt with extraordinary, day-to-day operational hurdles. They had to ensure that both customers and employees were safe, managed in-store inventory demands, and addressed volatile fuel costs, margins, and decreased volumes. PriceAdvantage enables Rutter's to manage fuel prices and execute price changes anytime – from anywhere - using a laptop or mobile app.

"We are proud to provide Rutter's with PriceAdvantage software and Skyline Price Signs, a combination that creates a complete fuel pricing ecosystem," said Chip Stadjuhar, CEO of Skyline Products. "Rutter's can optimize and execute fuel price changes, and also receive industry-exclusive communication from the Skyline price signs that automatically confirms the price changed successfully and is displayed correctly on the price sign."

"Using PriceAdvantage, I can quickly react to market movement at my desk and on my mobile phone," shared Chris Hartman, Rutter's Director of Fuel and Forecourt." Chris established pricing rules for all of the stores within PriceAdvantage – including considerations for competitors, desired margins, etc. and looks at PriceAdvantage each morning, and throughout the day, to review all of the stores to ensure they are priced appropriately. "Also, PriceAdvantage ensures that the price change process prevents us from having a posted sign price that is lower than the pump price. The combination of PriceAdvantage and Skyline price signs mitigates these issues."

[Read the case study in its entirety.](#)

### **About PriceAdvantage**

PriceAdvantage creates *Software to Fuel Your Pricing Strategy™*. Our easy-to-use, highly configurable 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 gas price and transportation signs annually. Learn more at [www.PriceAdvantage.com](http://www.PriceAdvantage.com).

### **About Skyline Products**

Skyline Products helps convenience stores and fuel retailers differentiate themselves and increase automotive traffic through electronic LED and scroll price signs that are Designed to be Bold, Engineered to Last. Since 1970, Skyline has invested heavily in research and development to create the industry's most legible and reliable price signs. Fully designed and manufactured in Colorado Springs, CO, Skyline's industry-exclusive technologies provide superior display feedback, unmatched brightness control, exceptional full-bodied digits, advanced energy efficiency, and military-grade durability. Additionally, Skyline provides customers with price-change confirmation and the most advanced sign diagnostics on the market. Learn more at [SkylineProducts.com](http://SkylineProducts.com).