

# Sound Payments Now Installs Sound Easy Pump at Sinclair Stations

*Successful Installation at 14 Sinclair Locations, Rebates and Promotion Offered for all Sinclair Station Owners*

JACKSONVILLE, FLORIDA, U.S., January 27, 2022 /EINPresswire.com/ -- Sound Payments is proud to announce that Sound Easy Pump is now approved by Sinclair Oil and has started installations, making it simple for thousands of stations to become EMV compliant.

“

The ease of installation, automatic upgrades, hardware replacement warranty, all-in-one units, excellent reporting and details through the site portal made Sound Easy Pump the best choice.”

*Alex Hattenhauer, owner of Hattenhauer Distributors*

Sinclair is a family-owned, vertically integrated oil company involved in all aspects of the petroleum industry – from oil and gas exploration to motor fuel distribution. They have more than 1,500 branded Sinclair stations in 29 states.

“The ease of installation, automatic upgrades, hardware replacement warranty, all-in-one units, excellent reporting and details through the site portal made Sound Easy Pump the best choice,” said Alex Hattenhauer, owner of Hattenhauer Distributors.

Sound Payments has installed Sound Easy Pump at 14 Sinclair stations. If a Sinclair station has not updated their pumps to EMV or is having issues with another vendor’s EMV solution, they can [contact Sound Payments directly](#). Additionally, Sound Payments is offering Sinclair stations free EMV hardware\* for the first pump. This is in addition to the \$500 rebate for each EMV reader announced by Sinclair.

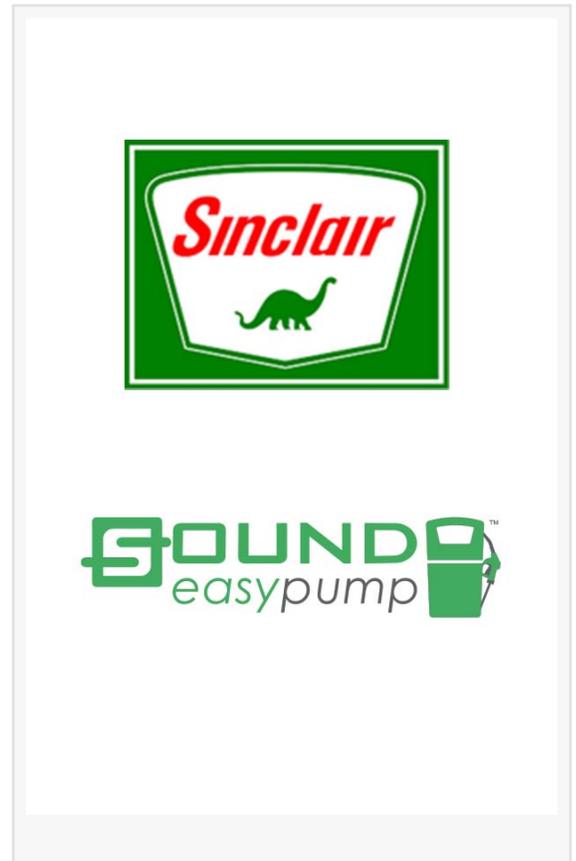
“We are excited about working with Sinclair stations and are helping them easily upgrade without closing doors or a hefty price tag,” said Andrew Russell, president of Sound Payments. “In addition to an easy solution to become EMV compliant, Sound Easy Pump also provides all the features that consumers have come to expect such as contactless technology at no additional charge.”

Sound Easy Pump™ is a semi-integrated secure solution that can easily and cost-effectively enable EMV at the pump in a couple of hours or less. It supports contactless via card tap or NFC, QR code scanning, PIN-on-glass, remote key injection, MSR, and EMV chip and PIN. Sound

Payments does not require stations to change their in-store POS system or processors.

“We are upgrading stations every day and building partnerships with industry leaders like Sinclair,” said Mike White, senior vice president of Petro Solutions. “We know how much not being upgraded hurts station owners. We see it in chargebacks but also the loss of business -- when a station makes a customer come in to pay, the customer just drives to the next station.”

The convenience store industry reached the point as of April of 2021 where it must comply with the latest credit-card security standards at fuel pumps. Gasoline retailers must integrate chip-enabled credit- and debit-card hardware and software in their fuel pumps (often called EMV compliance, referring to Europay, Mastercard and Visa payment cards) or risk paying the cost of future chargebacks caused by skimmers at the pump.



For more information about upgrading with Sound Easy Pump, email us at [petrosales@soundpayments.com](mailto:petrosales@soundpayments.com) or call (844) 319-5635. If you are a Sinclair station owner, please visit <https://soundpayments.com/sinclair/>.

\*First pump EMV hardware upgrade, which includes EMV (IM20) hardware on both fueling points only. Installation and monthly operational costs are not included in the offer. Must commit to a minimum of a four pump installation. Can not be combined with other Sound Payments offers, but can be combined with Sinclair’s Rebate Program.

#### About Sound Payments

Sound Payments creates simplified, innovative solutions in the payments and petroleum industries. Petro Solutions provides technology solutions for the petroleum industry, including Sound Easy Pump™, which enables stations to cost-effectively install a retrofit solution at the pump that solves EMV. For more information, visit [www.soundpayments.com](http://www.soundpayments.com).

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