

The People Behind the Pump

A history of innovation deep in the heart of Texas.

Deep in the heart of Texas is a company that has been shaping the fueling industry since it designed its first pump in 1891. That year, the company was located in Fort Wayne, Indiana (thus, the name “Wayne”) but after some time in Salisbury, Maryland, in 2001, Wayne Fueling Systems (“Wayne”) moved its North American operations to Austin, Texas. Additional Wayne offices are located in Malmö, Sweden, Shanghai, China and Rio de Janeiro, Brazil.

Wayne is an industry leading and global provider of fuel dispensing, payment, automation, and control technologies for retail and commercial fuel stations. Solidifying its global presence, Wayne supplies its fuel dispensing products and technology services throughout the United States and internationally to over 145 countries.

Annually, Wayne manufactures 18,000 dispensers in their four manufacturing facilities and employs nearly 550 Texans (and 1,400 globally). The Austin campus has six buildings that span across 20 acres, and includes a 150,000 sqft manufacturing facility that contains 13-zones. According to the Austin Chamber of Commerce, Wayne is one of the region’s top employers. Wayne continues to make strides in fueling innovations. They have implemented lean manufacturing techniques and employ a workforce that consists 80% full-time and 20% seasonal workers.



In Texas, it supplies dispensers to small and large retailers, including: Toot ‘n Totum, Wag-A-Bag, Mini Marts, McCraw Oil, EZ Mart, and HEB. Distributors of Wayne’s products and services are comprised of many companies that span across the United States, into Canada and stretch south of the border into Mexico.

To better understand the company’s significance to the fuel dispenser industry, it is helpful to go back to 1891 and the development of what was then known as Wayne Oil Tank Company.

1891 - Wayne Oil Tank Company is Founded

The company we know today as Wayne Fueling Systems was founded in 1891 in Fort Wayne, Indiana by five gentlemen with a vision to create a new pumping concept that was simple, inexpensive, and durable. Five gentlemen shared a vision to create a pumping concept that was simple, inexpensive, and durable.

In the late 19th century, consumers purchased kerosene stored in kegs from their local general store. This was often a messy task. It was not uncommon for the product to leak onto the floor contaminating the general store's dry goods. Seeing the need to dispense this fuel with better control and less mess, Wayne developed the first hand cranked pump enclosed in a two-tiered wooden cabinet.

In 1893, Wayne won the distinction as "The Best Self Measuring Oil Pump" at the Columbian Exposition in Chicago, Illinois. With over 700,000 people attending, Wayne received international attention.

1933 - Price Computer Pump Introduced

As the company's product development and innovation grew, Wayne began to develop patents that would reduce long lines and improve the driver experience at the pump. With that came the development of the *Wayne Model 60*. It incorporated a module that displayed the price per gallon and automatically tallied the total purchase price based on the number of gallons sold. The mechanical computing dispenser was patented and an advertising agency was hired to develop a marketing campaign. Shortly after, the phrase "Fill 'er up!" was coined.

1956 - The First Blending Pump

Twenty-three years after the introduction of the price computing pump, Wayne launched a product known as the blending pump. The blending pump automatically blended high octane and low octane fuel to meet the specific performance needs of individual motor vehicles.

1975 - Wayne Establishes a Presence in Texas

Growing customer demand and the need for a more efficient fueling systems led to the acquisition of Spenco Systems, an Austin, Texas electronics and technological company. Soon after, Wayne began the electronic age of fueling by creating the foundation for modern day fueling systems.

Innovative technology such as dispenser-integrated payment-card readers and Customer Activated Terminals enabled self-service card payments to revolutionize forecourt operations, sparking the expansion of Wayne with the opening of its Canada office in 1979 as well as locations in England, Brazil, Australia, South Africa, Germany, Italy, Sweden, and China between then and 2004.



2001 – North American Headquarters Moves to Austin, Texas

Through several mergers and acquisitions, Dresser Wayne decided to consolidate its U.S.A. operations from five locations and moved its North American operations to Austin, Texas. At that time, with 600 employees on board and a need for a 300,000-square-foot building, the Dresser Wayne search was one of the largest site searches Central Texas had seen.



2001-2014 – Milestones, Acquisitions, and Mergers

There is something to be said about a 124 year old company who has weathered numerous storms and continues to make the necessary decisions to remain relevant.

In 2001, the company introduced its Texas produced Wayne Ovation™ fuel dispenser, which motorists can use at local fueling stations across the state. Also, throughout the decade, innovations such as the Wayne Xflo™ fuel meter and Fusion™ forecourt system were introduced.

In 2011, General Electric (GE) acquired Dresser, Inc., including the Wayne business segment, bringing together two centuries of leadership in the global energy infrastructure. Three years later, Riverstone Holdings, LLC acquired Wayne, A GE Energy Business from General Electric and for the first time 47 years, Wayne was again a standalone business and is now named Wayne Fueling Systems.

Continuing to Make History

Wayne continues to forge new directions with advanced fuel dispenser equipment that enables retailers to do more with less. Enhancing the experience at the pump and pushing the technological envelope continues to remain ingrained in the company's mission.

With deep-seeded roots delivering industry-leading services and technology, Wayne never forgets about the most important part of its model: the customer. Wayne introduced their line of dispensers across a global platform – the Wayne Helix™ fuel dispenser family. The company went through lengthy research to design a product that will meet the needs of users no matter their fueling demands all over the world. Recently, they partnered with leaders in the industry such as Gas Station TV for media at the pump with the inOvationTV media platform and with Wincor Nixdorf to introduce the Wayne NAMOS™ point of sale (POS) System. This POS system works alongside the Wayne Fusion™ site automation controller to provide simplicity, scalability and a low cost of ownership on an open architecture platform.

On April 2, 2015, Wayne joined forces with 7-Eleven to offer discounted gasoline at \$1.49 per gallon to the first 100 guests at the fueling site less than 2 miles from their Austin campus. The event was held in celebration of its flagship site and the recent installation of Wayne Ovation™ Fuel Dispensers.

Legacy, commitment, and success are three words that describe this Texas business leaders. From championing innovation to being at the forefront of change, Wayne is not only positioned for success, it is poised for it.

Quote from Neil. . .