



# Pinnacle

by PEC®

Delivering the Customer  
Centric Forecourt



Long-term solutions for future generations

[www.pec.co.nz](http://www.pec.co.nz)



\$28.66

Welcome!  
Get started by  
lifting a nozzle.

PUMP  
1

10.96L

Preset value:

\$0

1	2	3
4	5	6
7	8	9
C	0	DEL

91	95	98	10	D
UNLEADED	SUPER	PREMIUM	ETHANOL	DIESEL

261.5	280.4	296.9	271.7	193.5
00000000000000000000	00000000000000000000	00000000000000000000	00000000000000000000	00000000000000000000

Grade prices in cents per litre



# Pinnacle by PEC®

Your phone is not just a phone.  
Pinnacle is not just a dispenser.

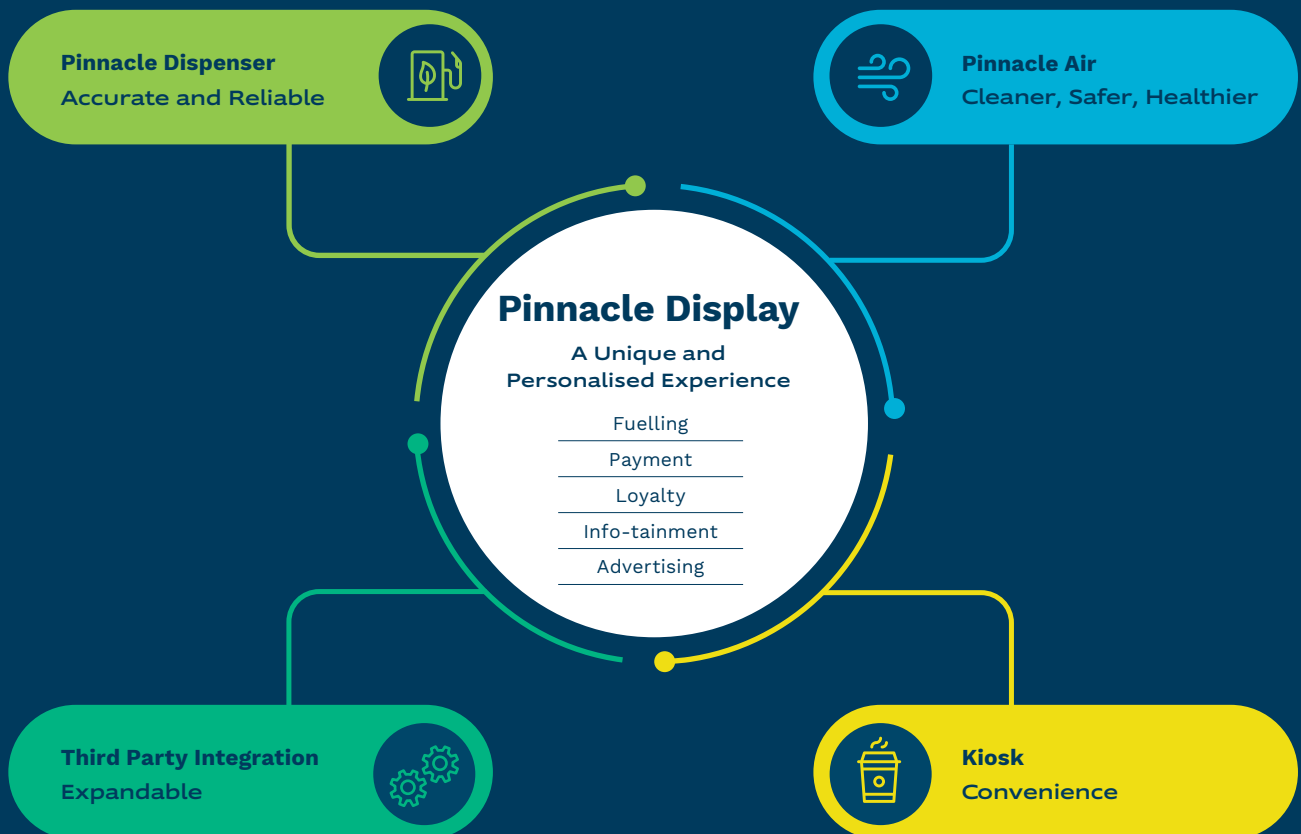
The dispenser is the tactile experience that users have with your business.

Traditionally, it has a single purpose: to dispense fuel. Pinnacle goes beyond the transactional, uniting innovation with proven reliability to create an engaging user experience. Its minimalist design, future-proof technology, and unparalleled simplicity places Pinnacle at the heart of our Customer-Centric Forecourt.



The touch screen experience feels instantly familiar to users.

# Customer Centric Forecourt



Our Customer-Centric Forecourt (CCF) is a hub for customer engagement and convenience. When design decisions are based squarely around the user, it fosters loyalty and drives sales. The Pinnacle platform is integral to the CCF, and as the main customer touchpoint, it transforms the refuelling experience into a seamless and enjoyable interaction.



PEC suite of products, each designed with a single focus: **the user**

# The Pinnacle Dispenser

Minimalist design.  
Maximum benefit.

Pinnacle is an innovative platform at the heart of the customer-centric forecourt that allows you to project your brand personality and enhance your customer engagement. The minimalist design emphasises the large touchscreen interface. Out of the box, its simplicity has proven to be intuitive on the forecourt, yet it belies the flexibility that the platform provides for customisation, integration, and upgrade.

It's named 'Pinnacle' because it's our best dispenser yet.



## Intuitive user experience from day one

**PEC products have always been renowned for accuracy, efficiency and reliability. By placing the user at the centre of design decisions, our aim has been to make refuelling an engaging part of their journey.**

Out of the box, PEC Pinnacle offers an elegant, intuitive and speedy user experience.

When customised it becomes a powerful tool to build personalised relationships and increase non-fuel earnings through valued and enjoyable interactions on your forecourt.



### Customers can expect



#### Enhanced convenience

A streamlined refuelling process with intuitive navigation and a familiar touchscreen experience.

#### Increased loyalty

A positive and convenient experience fosters customer loyalty and repeat business.

#### Engaging experience

The flexibility to extend your offerings with optional interactive features, targeted promotions, loyalty rewards, and multimedia content create a memorable and enjoyable experience.

## You can expect



**Valuable insights into customer preferences and behaviours, enabling you to tailor your offerings and maximise profitability.**

### **Simplicity**

Menus are in plain English, and the manual is hosted within the service menu for instant access. Advanced diagnostics reporting can save expensive service call-outs.

### **Flexibility**

The interface has been designed for owners to quickly add basic personalisations, such as messages tailored to on-site conditions and event messages scheduled for various times of the day.

### **A range of optional extras**

PEC Interactive adds an almost endless dimension allowing you to integrate loyalty, third-party data, rich media and advertising, and kiosk facilities.

### **Secure connectivity**

A basic CAT 6 cable provides a secure connection to the interactive area where advertising, media, and third-party applications can run.

### **Unrivalled accuracy and reliability**

Pinnacle's advanced technology ensures precise fuel measurement and consistent performance, minimising errors and maximising customer trust.

### **Reduced service costs**

Simplified design and high-quality components translate to lower maintenance requirements and reduced downtime.

# The Pinnacle Range

## Pinnacle Features and Options

Pinnacle offers two main variants to cater to different needs: the H Series and the L Series. Both provide flexibility in hose configurations, ensuring you have the right setup for your site.

- H Series: Available with 2, 4, 6, or 8 hoses.
- L Series: Available with 2, 4, 6, 8, or 10 hoses.

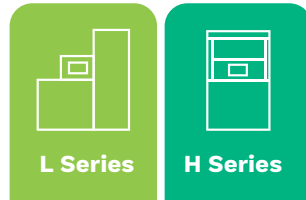


L Series



H Series





Standard Features		
2, 4, 6, 8 hoses	●	●
10 hoses	●	
Pump or Dispenser	●	●
Premium UI	●	●
Flow Rate Control	●	●
Grade Selection	●	●
Biofuel Compatibility	●	●
Quick Cal Calibration	●	●
Advanced Security	●	●
Customisable Messages	●	●
Network Access	●	●
Web Data Interface	●	●
Narrow 1200mm footprint		●

Optional Items		
PEC Interactive	●	●
Hose Extenders	●	
Holster Locks	●	●
Drip Stop Nozzles (Diesel)	●	●
Livery – Vinyl Application	●	●
PEC Ordering Kiosk	●	●
Integral VR2	●	●
Pinnacle Air	●	●

## Easy Installation

Upgrading your existing site to Pinnacle is seamless and efficient, with minimal disruption and downtime. Pinnacle is designed to be compatible with your existing infrastructure including cabling, POS systems and forecourt. On-board memory is available if live connectivity is not required.

It requires only standard electrical, hydraulic, and communication connections and our streamlined installation and commissioning processes ensure a swift transition.



## Technical Specifications

- Suction System: 1 pump and motor per product, dedicated meter for each product hose/nozzle.
- Air Separation: Tatsuno FP1001 Pumping Unit.
- Pressure System: Submersible Pump Unit (STP) in the remote fuel tank.
- Metering: Tatsuno FM-1007 Flow Meter.
- Electronic System: PEC intrinsically safe components in hazardous areas.
- Display: Large LCD display with colour graphics and LED backlight.
- Connectivity: Ethernet (wired) for seamless communication.
- Power: Single phase 230–240VAC.
- Mechanical System: Elaflex hoses and nozzles, aluminium internal piping, galvanised frame with powder-coated aluminium panels.

## Service and Support

PEC partners with a local team of experts available to assist you with installation, maintenance, and troubleshooting. We also offer a comprehensive online resource library, including user manuals, technical guides, and FAQs.

### Web Interface

The PEC Web Data Interface allows for ethernet network access to each dispenser providing visibility of pump data such as totes, pump status, delivery details, price, alerts, etc. Users with development capabilities can receive custom broadcast notification of selected data and events.

# Real World. Real Words.

**It was a huge leap when we were the first to put a microprocessor in a fuel dispenser. Now you will struggle to find a dispenser without one. We're confident that once again we've introduced the next groundbreaking technology, which we've named 'Pinnacle' because it represents our most innovative platform so far.**

We are proud to hear the positive impacts that the dispensers have had on technicians, site owners and end users alike. This feedback is simple proof that the forecourt revolution starts with the Pinnacle.

The customers who have experienced Pinnacle pumps have highlighted how simple and intuitive the units are to use.

Compliments included how striking the Pinnacle units looked compared to older units on the forecourt. One customer noted how clear and readable the screens were in full, low winter sun.

**"PEC has set the new benchmark here for how pumps should be set-up and calibrated."**

– Service Technician

**"Everyone loves the pumps! Loads of people are saying how modern-looking and easy to use they are."**

–Shift Manager

**"They look great and are being well received by our customers. The large screen's lighting and illumination makes it easier to read. They provide a difference for us and we couldn't be happier."**

– Site Owner

# Contact PEC<sup>®</sup>

Contact your PEC<sup>®</sup> agent below to organise an in-depth conversation about how the Pinnacle range will change the way you do business.

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