



# CENEX® WINTER FUELS DISPENSER LABELING REQUIREMENTS



Fueling Innovation for Enhanced Performance.





CENEX® PREMIUM DIESEL RETAIL PROGRAM

# Winter Dispenser Labeling Requirements

Make sure your dispensers are properly labeled for seasonal products by following the guidelines below.



## CENEX® WINTERMASTER®

A magnetic overlay for the lower dispenser door is **REQUIRED** on all Cenex® Wintermaster® dispensers. If you no longer have the overlay provided at the time of installation, you **MUST** install this item to be in compliance with Cenex Retail Image Standards. Wintermaster pump toppers and hose talkers are also recommended for every Cenex Wintermaster dispenser and can be ordered from [www.cenexshop.com](http://www.cenexshop.com) at no cost.



## CENEX ROADMASTER XL® SEASONALLY ENHANCED

Magnetic overlays for the lower dispenser door are recommended during seasonal availability. Cenex Roadmaster XL® Seasonally Enhanced pump toppers and hose talkers are also recommended on each dispenser with this product offering and can be ordered from [www.cenexshop.com](http://www.cenexshop.com) at no cost.



## CENEX® RUBY FIELDMASTER® SEASONALLY ENHANCED

Magnetic overlays for the lower dispenser door are recommended during seasonal availability. Cenex® Ruby Fieldmaster® Seasonally Enhanced pump toppers and hose talkers are also recommended on each dispenser with this product offering and can be ordered from [www.cenexshop.com](http://www.cenexshop.com) at no cost.



View acceptable pump configurations on the next page >

## ACCEPTABLE PUMP CONFIGURATIONS

If your Cenex Premium Diesel dispensers are anything different from the configurations shown below, please contact **Retail Image & Equipment** at **800-852-8186**.

**IF YOUR CENEX® PREMIUM DIESEL DISPENSER VALANCE LOOKS LIKE THIS:**



Then your lower dispenser door must look like this:



or this:



**IF YOUR CENEX® PREMIUM DIESEL DISPENSER VALANCE LOOKS LIKE THIS:**



Then your lower dispenser door must look like this:



or this:



## ACCEPTABLE PUMP CONFIGURATIONS

If your Cenex Premium Diesel dispensers are anything different from the configurations shown below, please contact **Retail Image & Equipment** at **800-852-8186**.

**IF YOUR CENEX® PREMIUM DIESEL DISPENSER VALANCE LOOKS LIKE THIS OR HAS NO VALANCE:**



Then your lower dispenser door must look like this:



or this:



or this:



PLEASE NOTE: Magnetic overlays for lower doors should be applied to cover the existing product logo, but should not cover any part of the Cenex logo.

