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National Payment Card Partners With Fastrac Markets

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COCONUT CREEK, Fla. — National Payment Card LLC, has partnered with Fastrac Markets for its discount card program.

Working with National Payment Card, Fastrac Markets has created the Fastrac Gasoline Discount Card that will allow its enrollees to receive an immediate 5 cent per gallon discount on all gas purchases right at the pump. Fastrac is offering its gasoline discount card to customers at all of its 43 locations in upstate New York.

“At a time when the price of gasoline sets record highs with each passing day, we wanted to find a way to provide our guests with a reason to visit our stores and deepen the bond we have built with them. The National Payment Card technology provided the means to do that quickly and the Fastrac Gasoline Discount Card program is going terrific,” Randy Case, CIO of Fastrac Markets, said in a press release.

“Our industry is under siege from the high cost of gas and the transaction fees we pay. With the paradigm change in the payments segment created by the National Payment Card technology, merchants like Fastrac Markets can make a stand, save money and reward their guests for their continued patronage,” said Case.

National Payment Card first introduced its payment solution in Austin, Texas, an electronic funds payment service bureau that interfaces with merchant point of sale (POS) systems. The National Payment Card PIN based payment system processes transactions through the Federal Reserve Automated Clearing House (ACH), resulting in lower merchant fees and a self-funded loyalty program that provides immediate savings to consumers.

Specifically, the program benefits retailers by helping them save on the interchange fees credit card companies normally charge on each transaction. The merchant can then use some of the savings to entice customers by passing some of that savings along to them right at the pump.

“Our payment solution is a disruptive technology for the payments industry. It’s a win-win for the merchant and the consumer and a way for all involved to save money and break the stranglehold the credit card companies have on all of us,” said National Payment Card President and CEO Joe Randazza.

“With gas as high as it is and with transaction fees the single largest cost for operators, we are determined to see the technology provide both consumer relief and a way to bring profit back to the merchants.”

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