

# Convenience & CarWash Canada

SEPTEMBER/OCTOBER 2021

**CUSTOMER  
EXPECTATIONS:  
TIMES HAVE  
CHANGED  
PAGE 38**

**FORECOURT  
INSIGHT: TANK  
SUMPS  
PAGE 29**

**DIESEL VEHICLES:  
DESIGN  
STANDARDIZATION  
UPDATES  
PAGE 50**

**CONFECTIONERY:  
WHAT'S NEW IN  
CANDY  
PAGE 19**

**REMOTE  
TECHNOLOGY:  
REAPING THE  
BENEFITS  
PAGE 15**

**LIGHTING:  
LED  
PAGE 12**

## PARKLAND — PROUD CANADIAN ROOTS AND BIG ASPIRATIONS

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Cover Story	Petroleum and Carwash	Industry News	Instore and Nutrition
 <h1>07</h1> <p><b>Parkland</b> Proud Canadian Roots and Big Aspirations</p> <p><b>04</b> <b>Publisher's Message</b> Hello September</p> <p><b>05</b> <b>Editor's Message</b> Taking Care of Business</p>	 <h1>29</h1> <p><b>Forecourt Insight</b> Tank Sumps</p> <p><b>45</b> <b>Brushes and Hangdowns</b> Cloth and Foam</p> <p><b>11</b> <b>Women in Carwash</b> See You in January</p> <p><b>54</b> <b>Wastewater Treatment</b> Canadian Environmental Regulatory Compliance</p> <p><b>57</b> <b>Insurance</b> Proper Coverage for Carwash Businesses</p>	 <h1>25</h1> <p><b>Cigarette Manufacturer Rebate Programs</b> Why You Should Care</p> <p><b>36</b> <b>Down on Your Corner</b> Sharing Your News</p> <p><b>43</b> <b>Justice Perspectives</b> National Day of Truth and Reconciliation</p> <p><b>50</b> <b>Diesel Vehicles</b> Design Standardization Updates</p>	 <h1>12</h1> <p><b>Lighting – LED</b></p> <p><b>15</b> <b>Remote Technology</b> Reaping the Benefits</p> <p><b>19</b> <b>Confectionery</b> What's New in Candy</p> <p><b>33</b> <b>Prolonged Pandemic Disruptions</b> Finding Creative Solutions</p> <p><b>38</b> <b>Customer Expectations</b> Times Have Changed</p> <p><b>60</b> <b>What's New</b></p>
Upcoming Events			
<p>October 26th <b>Retail Convenience Awards</b> Halifax Convention Centre Halifax, NS <a href="http://www.theacsa.ca">www.theacsa.ca</a></p> <p>October 26 -27 <b>Atlantic Convenience Expo</b> Halifax Convention Centre Halifax, NS <a href="http://www.theacsa.ca">www.theacsa.ca</a></p>	<p>November 15 – 17 <b>The Car Wash Show 2021</b> Las Vegas, NV <a href="http://www.carwash.org">www.carwash.org</a></p> <p>February 27 – March 1, 2022 <b>SCWA Annual Convention</b> <a href="https://expo.com/usa/scwa">https://expo.com/usa/scwa</a></p>	<p>January 17 – 19, 2022 <b>5th Women in Carwash™ conference</b> Fort Lauderdale, FL <a href="http://www.womenincarwash.com">www.womenincarwash.com</a></p> <p>Brenda Johnstone <b>204-489-4215</b> Andrew Klukas <b>778-772-3057</b></p>	



## **Hello September**

Hello September! Wow, what a year and look at us, this is the first edition in our 14th year of publishing, and our 79th issue. And what a 13th year it was, lock-downs, isolation, business closures and so much sadness. We couldn't have imagined that our world would be faced with the issues that we were, but we celebrate our resilience and determination while struggling with the continued restrictions, those horrible face masks and continual scent of hand sanitizer.

I'm currently on our first road trip in two years travelling in Ontario to visit family and friends. The TransCanada highway crosses through so many small towns in North-Western Ontario such as Dryden, Ignace, Upsala, Nipigon, Schreiber, Terrace Bay, White River, Wawa, Marathon, Sault Ste. Marie, Bruce Mines, Thessalon, Sudbury, Parry Sound and others. When I make this drive I make a point of stopping and chatting with as many of the retail petroleum site workers as possible and this time was no exception. What I heard from every single person this year was the same thing: "we can't open our regular hours" and "we can't open our restaurant" or "we can only open half our restaurant or "we are sorry for the wait because we cannot get anyone to work."

Now forgive me for saying this but, summertime in Canada is a wonderful time of the year. Everyone living here waits for and anticipates the most wonderful time of the year, summertime. During this past 19+ month pandemic the government has been doling out funds to workers from coast to coast due to businesses having to close due to Covid. This country needs to get back to work! The businesses across the country cannot operate while crippled due to lack of workers. When the government subsidies cease to land in mail boxes, I fear that these business owners would have succumbed to the blows delivered over and over again.

Don't get me wrong, there was a dire need for these subsidies, last year. This year, we are wiser in our living with COVID. We had vaccinations, wore and continue to wear masks, have adopted hand sanitizer as a staple in everything that we do. During this summer how many of your employees wanted to come back to work? In Sudbury last night, the waitress in the restaurant we ate at said the money handed out was great, but she was bored and couldn't wait to get back to work. The restaurant in Terrance Bay couldn't re-open because they couldn't get anyone who wanted to work. The unemployment numbers in Terrace Bay is 10.3 per cent and the unemployment numbers for Sault Ste Marie is 6.7 per cent. Based on these numbers I would think that these jobs that are posted in almost every business we saw in these towns, could be filled. One QSR in the Terrace Bay area had a sign on the side of the highway that stated: "Middle Managers needed, will pay signing bonus, higher than average wages and full benefit package."

We need to support businesses across the country and encourage our young people to get back to work, and soon or I fear those businesses located in small town anywhere in Canada will not be there when the free money ceases to flow.

I hope that you enjoy this edition and pray that over the next few months, the country will sort itself out, COVID will fade into a distance memory (wishful thinking I know but one can hope), and businesses will regain their foothold in communities affected by the pandemic and come out stronger because of lessons we were forced to learn.

As we move toward tradeshow this fall, NACS/PEI and the ICA I hope to see you in person, share a hug and celebrate what we're going to accomplish together in 2022.

As always, your success is my success, and my open-door policy to your valuable feedback remains not only intact but stronger than ever. If there is a topic that you'd like us to cover in an upcoming edition, please feel free to email me at [bjohnstone@convenienceandcarwash.com](mailto:bjohnstone@convenienceandcarwash.com) or call me 204-489-4215.

Brenda Jane Johnstone  
Publisher





## Taking Care of Business

At a time when no one seems to know what to expect about anything, trying to keep up with the expectations and needs of customers can be a daunting challenge.

In this issue, we have an article to help you manage consumer expectations. There are studies being taken and reports being written on this subject. After all, we are living in unprecedented times, so it makes sense to turn to those who are researching consumer behaviour for answers. The pandemic has changed how people view everything, including where and when they will shop. With vaccination roll-outs happening and variants of the virus evolving, the fog hasn't cleared yet as to what a post-pandemic world will look like.

It is as important as ever to keep up-to-date on legislation and on what the rules are when it comes to serving the public and keeping yourself and others safe. I am seeing more and more social media posts from establishments that are trying to explain to their customers that the pandemic is still with us and that rules still need to be followed. It's difficult, after almost two years of lockdowns, restrictions, wearing masks and social distancing to think that we still need to do these things as vaccination roll-outs continue to take place.

Naturally, we would all love to throw caution to the wind (along with the masks) and return to life as it was before March 2020. However, we are not there yet. Enforcing the rules and restrictions that continue to exist in your specific area is vital.

The pandemic may not be over yet but it doesn't stop the opportunity to learn and gather knowledge. So, grab a coffee and take a moment to sit back and read this issue of *Convenience & Carwash Canada*. You will not only learn about what consumer expectations are but also how remote technology can be a helpful tool, especially in times like these, and how people are finding comfort in candy during the pandemic. For those in the carwash business, read up on waste water disposal, insurance and brushes.

As the summer of 2021 draws to a close, let's hope for a continued easing of restrictions in the months ahead with more opportunities to meet and greet each other in person. In the meantime, take care of yourself and those around you by staying alert and safe.

Angela Altass  
Managing Editor

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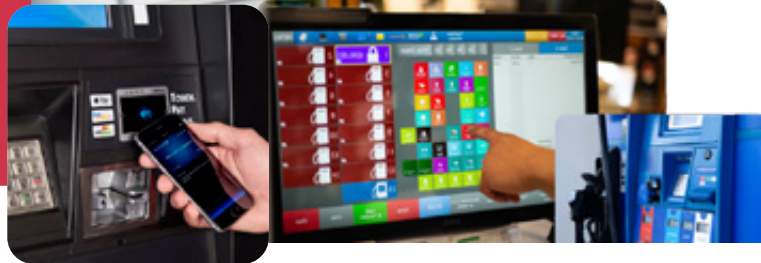
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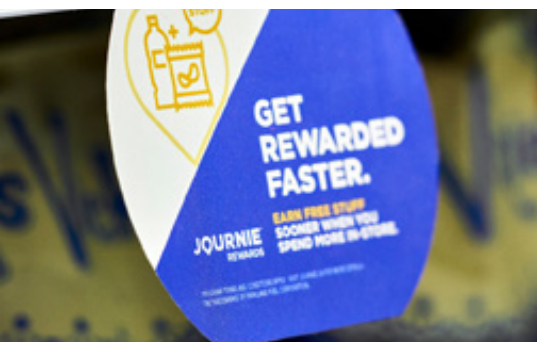
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By Meline Beach

## Parkland: A Rapidly Expanding International Company with Proud Canadian Roots and Big Aspirations



**Parkland Corporation, a leading retail and convenience operator and supplier of fuel and petroleum products,** has set its sights high and made the world its oyster as the company continues to make progress towards its growth goals.

Since its start in Alberta, Canada over 50 years ago, the company has established itself in 25 countries across the

Americas, including Canada, the United States, and the Caribbean region. With strong Canadian roots, Parkland is determined to grow its global business across three channels: retail and convenience, commercial and wholesale.

“Our journey has been nothing short of fantastic,” says Donna Sanker, president of Parkland Canada, which includes a network of 1,832 retail fuel locations and convenience stores, and a commercial business that delivers bulk fuel, propane, heating oil, and lubricants to commercial, industrial, and residential customers. “We have big growth aspirations of where we want to take the company and we’re well on our way.”

Sanker’s confidence is based on the company’s organic and inorganic growth activities. Not even a global pandemic >>







Launched just over a year ago, Parkland's JOURNIE Rewards program is experiencing great success with over two million members to date.



held them back, as of November last year, they announced or closed 12 acquisitions totalling \$800 million, spanning across each of their geographical segments. These newly acquired businesses, based on their financial and cultural fit with the company, enable Parkland to strengthen its business within key markets and expand its geographic footprint.

In July, Parkland announced three acquisitions including Quebec-based Pétroles Crevier Inc. (a subsidiary of Montreal based Crevier Group), which includes a portfolio of 36 company-owned retail locations and 138 retail dealer locations. They also announced two acquisitions in the U.S., crossing Colorado and North Dakota, to further expand their retail and commercial businesses.



Organic growth is a major contributing factor to Parkland's profitability goal of reaching \$2 billion of run-rate adjusted EBITDA by the end of 2025. Despite the negative effects of a global pandemic, its convenience store business, which is anchored around its rapidly expanding ON the RUN and private label brands, delivered a 26 per cent increase in profit between Q2 2020 and Q2 2021.

### **Consistent, resilient and community driven**

Parkland attributes its success to its employees working together as one team across the business. Through a collective effort, Parkland is laser focused on creating food and convenience destinations for its customers.

Their tagline, "helping customers make the most of every stop," is more of a mantra and considered in all that they do to meet the evolving needs of their customers. Between its value-added foodservice offering with the company's continued, Canada-wide expansion of Triple O's restaurants, or its partnership with M&M foods for customers in need of a quick meal for home, Parkland sources strategic partnerships that support its brands.

"The shakes are great and it's wonderful to offer made-to-order foodservice for any meal occasion and in between," says





Sanker about the company's Triple O's QSR offering at select ON the RUN locations in British Columbia, Alberta and most recently, Ontario. "Consistency is key in managing a brand and building loyalty as our customers have come to rely on us for quality and convenience."

With 1,832 retail locations across Canada, approximately 85 per cent of Canadians live within 15 minutes of a Parkland location, according to Simon Scott, director of Corporate Communications at Parkland.

"Remote, rural or urban, we're in neighbourhoods all across Canada," says Scott. "We energize communities."

Scott may be referring to the plethora of support Parkland offers the communities in which it operates. Between the pandemic and wildfires across British Columbia, Parkland actively engages in various causes and community initiatives. During the pandemic, the company offered essential fuel, services and premium healthy snacks to community members in need, and contributed over \$4 million of support, through diverse activities, including fuel discounts to front-line health workers and first responders; free hot showers, food and snacks to truck drivers; and fuel and snacks to food banks. With regards to wildfires burning in British Columbia, Parkland supported Canadian Red Cross

relief efforts by matching customer donations at Chevron and Fas Gas retail locations and ON the RUN c-stores across British Columbia throughout the month of August, up to a total of \$50,000.

"Community is a core value of our company, and when our communities are in need, Parkland steps up," says Sanker.

U.S. customers will also appreciate Parkland's value proposition as the company plans to leverage its ON the RUN convenience brand as a platform for growth in the c-store space across the border. So far, Parkland has opened two ON the RUN convenience stores in the U.S. and plans to open 15 more by the end of the year.

### **Adaptable and Change Ready**

The company is pleased to add significant value with essential products and exceptional service across its proven retail capabilities, proprietary convenience brands, and its new loyalty program.

Launched just over a year ago, Parkland's JOURNIE Rewards program is experiencing great success with over two million members to date. The loyalty program enables the company to reward its loyal customers and incent them to come into their c-stores. JOURNIE Rewards includes discounts on fuel and

With 1,832 retail locations across Canada, approximately 85 per cent of Canadians live within 15 minutes of a Parkland location, according to Simon Scott, director of Corporate Communications at Parkland.

c-store items, such as water, pop or chips. Another redemption option is a carbon offset for more environmentally inclined customers.

“Over 70 per cent of members have opted in to receive communications from Parkland,” says Sanker, who’s excited about the physical and digital relationship this APP-based program will nurture with customers. “The JOURNIE Rewards program delivers value with bespoke offers, personalization and a unique user experience for our loyal customers. Based on feedback received, we listen, learn and give our customers choice.”

Environmentally inclined customers will also be pleased to know that they can soon charge their electric vehicles at select Parkland locations along major highways and in key cities and towns between Calgary and Vancouver, where, according to Sanker, is the highest penetration of electric vehicles in Canada. The company plans to launch 100 EV ultra-fast charging ports, compatible with most popular EV models, at approximately 25 retail locations in 2022. The charging ports will be branded ON the RUN to connect with their well-established c-store brand.

Referring back to its tagline, “helping customers make the most of every stop,” Parkland is committed to their customers’ refueling, recharging and shopping experience by serving as a food and convenience destination where customers can shop, eat and use complimentary wi-fi while they charge their vehicles.

“It takes 90 seconds to refuel a gasoline-based vehicle and approximately 20 minutes for customers to recharge their electric vehicle – that’s up to 80 percent with our ultra-fast chargers,” says Scott. “In addition to this being one of the fastest charging offers available, we see big opportunity to help our customers make the most of every stop, by offering leading amenities and convenience, including our ON the RUN convenience store, Triple O’s restaurant and complimentary wi-fi. Ultimately, we are building an ecosystem around our customers that maximizes their experience with Parkland.” 📍

*Meline Beach is a Toronto-based communications practitioner and frequent contributor to Convenience & Carwash Canada. In addition to freelance writing, Meline provides communications and public relations support to businesses across Canada. She can be reached at [www.mlbcomms.ca](http://www.mlbcomms.ca).*



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# Women in Carwash 5 – We Can't Wait To See You!

After two virtual conferences, the 5<sup>th</sup> Women in Carwash conference will touch down once again at the beautiful B Ocean Resort in Fort Lauderdale Florida on January 17 – 19, 2022.

One of the advantages of the virtual conference was its ease of participation from across the continent. Participants received a welcome box in advance including a *Women in Carwash* t-shirt and a lovely, brushed silver stemless wine cup to be used at the virtual cocktail reception. With a few changes to the starting times to accommodate attendees from as far away as Alaska, California, Florida, and Newfoundland, Canada, it was possible to introduce each attendee as they “entered the room.” And although handshakes weren’t possible and hug a distant memory, the cocktail reception was the introduction to everyone from the comfort of their homes leading into the rest of the conference.

But in January, *Women in Carwash* gets back to its original in-person format. The first two of these unique conferences exceeded expectations and left guests enriched and inspired. As one guest put it:

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Just finished an awesome virtual leadership conference called Women in Carwash.

This conference had a great speaker line up over three days! I feel like I got a lot of very valuable and informative information. It was also great how they structured the breakout rooms to enable smaller conversation and networking.

If you are in the industry, you should keep an eye out for the next conference...hopefully in person!

**Margaret Horsfield**

President and CEO at J.E. Adams Industries

---

The conferences offered insight into the business environment that women in the car washing industry are creating. “We wanted our guests to be inspired, motivated, and energized

by the presentations, discussions, networking opportunities and after-hours fun, and to leave with practical tools to strengthen their business,” says Brenda Johnstone, co-creator of the conference.

When first organizing the conference, it was asked if participation should be limited to women. The answer was an emphatic “no” as Johnstone put it: “The fact that this is the first ever Women in Carwash conference is proof that the many women who have built their success in the industry didn’t need any special help to get there, so they certainly don’t need it now.”

In its own unique way, Women in Carwash recognizes and celebrates the best of what is already happening in the industry and further promotes it. “We knew we were on the right track when we found men asking if they are allowed to participate,” says Andrew Klukas, the other half of the founding

team.

And for those who are unable to travel, Women in Carwash will continue to offer an annual virtual conference. The last two virtual conferences had people join from across the continent with many represent-

ing small organizations that, particularly in those difficult times, would have struggled to send people to attend. The virtual conference is here to stay. **W**

# Lighting Your Site and Keeping Staff and Customers Safe Through Technology Against Covid



**The LED lighting world advanced faster in all markets than any other technology** in the past as it has so many capabilities but people are not taking advantage of this to improve their site and profits.

Definitely a large number have changed out their canopy and site lighting and some have done carwashes and the interior usually with low-cost LED that does not bring attention to the most important thing – your profit centre – “all you sell in-store.”

There is so much more that can be done for not a lot of money by incorporating some special night effects and utilizing LED controls that can completely transform your interior space. You will also find your suppliers become much more supportive as you are doing things to promote their brands which is a win/win for all.

A lot of these are small things like making your coffee/pastry depot brighter than the rest of your store, pick an area in your front window to feature a “special” with slow up and down dimming to bring attention from the road or pumps. Put an LED ATM sign above your ATM – everyone says ATM Inside then you spend the next five minutes trying to find it tucked away in a corner; same with lottery, you can’t win without a ticket, the trick is to find where to check for the winner!

Over the years, LED colour changing has become much lower cost with advanced capabilities again through simple controls easily installed behind the scenes but creating dramatic

attention getting effects inside and out.

Colour changing on an interior is always a challenge due to all the ambient white light but it can still be very effective in a nighttime environment when used in a window display or signage advertising in store specials. However, on the exterior, for those of you that have carwashes with side windows, there is an excellent opportunity with RGB LED technology, which in turn increases in-store and gas sales overall.

A colour changing carwash again is an easy installation of linear or flood LED fixtures on the window side of the carwash and is controlled by a sensor or infrared to activate when a car enters the wash.

Your normal LED white light safely directs the vehicle in and then triggers an exciting, colourful experience both on the exterior, and especially the interior, as everything changes colour and is extremely eye catching from the road or pumps.

Kids as usual love a new experience and word gets out about the colour changing carwash and it becomes a family experience, which in turn becomes more sales in the c-store while they are there and might as well gas up as well. In your key carwash season, which usually extends from late fall through the winter into spring when it gets dark at 4:30pm, this RGB technology can greatly enhance the appearance and appeal of your site and it is only natural that profits will go up overall.

The aspect of safety on any site is always a key concern for both staff and customers and there is no doubt LED lighting

New UVC LED technology that eradicates not only the C 19 virus but flu/cold viruses, all bacteria and mold in a c-store air duct ventilation system is now on the market



technology has brightened up sites to make them appear safer, cleaner and more appealing. However, in this age of pandemics with coronavirus and numerous variants that just seem to keep coming what else can LED do to protect everyone involved in a c-store site especially against viruses? Once again, the true capabilities of LED have been realized!

New UVC LED technology that eradicates not only the C 19 virus but flu/cold viruses, all bacteria and mold in a c-store air duct ventilation system is now on the market. UVC LED is not visible light but rather emits 280 nanometers of radiant flux that eradicates the virus in .07 seconds as well as the variants, including Delta and whatever comes after it in the future.

The UVC unit simply mounts in the Intake portion of the ventilation system and begins eradicating the virus from eight feet away, breaking it down before it ever reaches the fixture. Unfortunately, a lot of people rely on HVAC companies putting in new HEPA filter but they do not work against C 19 and the variants. The reason for this is HEPA filters

only catch airborne spores that are .33 microns and Covid is .11 microns and passes right through. Also, the variants are even smaller, travel faster and further than your standard C 19 virus meaning every time a customer comes in if they have Covid it is going quickly into your ventilation systems.

So, there is a lot going on in the c-store/carwash market with various forms of LED technology including protecting your staff and customers. It's been a couple of tough years for all and I sincerely hope some of this information will help you make good decisions to strengthen your existing business and increase badly needed profits – stay viable and stay visible and most of all – stay safe! 🙏

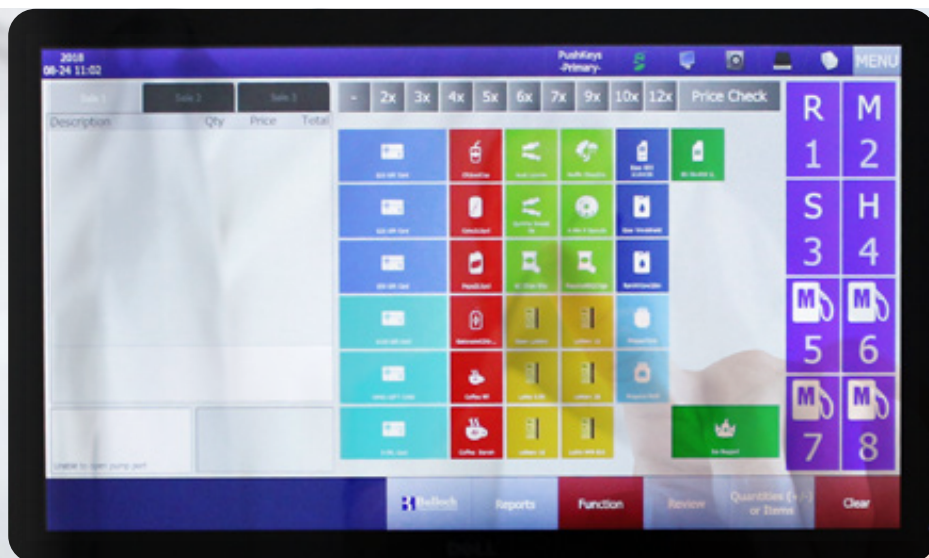
*Dave Bowen is president of Roctan 2000 LTD LED Lighting and Design out of London Ontario. He has over 40 years in the lighting business and specialized in LED Lighting and new technology for the last 12+ years especially in the Retail Petro market. He can be reached at db@roctan2000ltd.com*

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# Reaping the Benefits of Remote Technology

*Remote technology, and the benefits that come with it, can help with the management and operation of businesses in today's environment.*







“Modern technology has a high focus on benefits for the end user and customer experience but remote technology captures all of the ways technology can benefit site owners,” says Jen Threlkeld, senior product marketing manager, Dover Fueling Solutions (DFS). “Remote technology is how we can leverage the cloud and connectivity to solve problems that are not physically in front of us. This saves retailers service calls, diagnoses quick fixes, highlights inefficiencies, and reduces downtime from a 24/7 accessible dashboard. The big benefit is saving our clients their most important

resources, time and money, while driving efficiencies across their forecourt.”

Threlkeld advises convenience store and fueling station retailers to leverage remote technology by leaning into the opportunities it presents.

“The fueling industry was overdue for a digital transformation so this is a time to be excited and not a time to be intimidated,” stresses Threlkeld. “Remote capabilities are designed to benefit retailers and are great opportunities to level the playing field across the entire industry, regardless of oil brand or retail chain.”

“Staying ahead of technology is our company’s responsibility as we work to provide world-class products and services for our customers,” states Threlkeld. “Harnessing the power of the cloud to enhance remote productivity and visibility will be incredibly important to DFS and our customer base. We are constantly seeking new ways to innovate and deliver tools to maximize each customer interaction. Technology is constantly evolving and as a partner to retailers across the globe, we are committed to staying ahead of technology so our customers can focus on their top priority, which is their business.”

Remote technology allows retailers to offer the most personalized experiences in the history of the industry, notes Threlkeld.

“The term remote can have a distant connotation but the power of remote technology lies in capturing data from remote points and cohesively presenting

a uniquely formulated experience to each customer,” says Threlkeld. “Capturing customer data and leveraging that data to customize every interaction from fueling on the forecourt to shopping in-store is what can elevate customer experience from good to great.”

Business owners cannot physically manage their stores 24/7 by themselves, notes Threlkeld.

“Alerts and notifications are how we empower retailers to be in multiple places at one time, manage multiple assets, multiple stores, and multiple vendors, from one screen,” says Threlkeld. “The world transformed in March 2020 and remote technology is how we rose to unprecedented challenges, as businesses and as individuals. Being a part of this cultural shift to remote interactions, remote working, and remote socializing means we all understand the power of connectedness. Remote technology is a powerful tool to keep us connected.”

The pandemic has accelerated the adoption of digital workplace technology for frontline employees, says Will Eadie, chief revenue officer, WorkJam, noting the following as the largest drivers of this change:

- 1) A labour shortage is driving businesses to figure out how to improve labour utilization.
- 2) Businesses are changing as a result of digital transformation and these changes are causing them to think differently and redesign frontline worker processes.
- 3) The pandemic highlighted the

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need for better communication with the frontline, especially given the agility with which they had to operate.

- 4) Frontline workers are more visible than they were before the pandemic as the pandemic highlighted just how essential these roles, and the people in them, are.

Frontline digital workplace technology impacts virtually every stakeholder inside of a business, including customers, frontline workers, human resources, IT, and operations, with the stakeholders reaping the benefits of an aligned workforce, says Eadie.

WorkJam is a frontline digital workplace platform that enables businesses to orchestrate frontline operations through task management, learning, communication, ExpressPay, and simplified self-service tools.

“At WorkJam, we aim to help businesses improve the management of their workplace while simultaneously improving the lives of their hourly workers,” explains Eadie. “Convenience store operators, including Shell, Alimentation Couche-Tard, Kwik Trip, and more, all enjoy the ability to orchestrate day-to-day operations across their many locations with WorkJam. Both carwash businesses and c-stores are able to operate within flexible workflows and build engagement with their employees, aligning task management with staffing to drive


productivity and compliance.”

WorkJam is modular and can be configured based on any business need and cost is based on company size and employer use, adds Eadie.

“Typical agreements are multi-year and are billed monthly,” explains Eadie. “WorkJam commissioned Forrester Consulting to conduct a total economic impact study and objectively examine the return on investment (ROI) that organizations realize by deploying WorkJam’s digital workplace. The study concluded that WorkJam customers achieve an average ROI of 410 per cent and have an investment payback period of less than six months.”

WorkJam recently announced the next evolution of its frontline digital workplace platform with the release of WorkJam Everywhere. As part of the launch, WorkJam Everywhere is now available on Microsoft Teams and can be found on the Teams app store.

“Ultimately, the WorkJam Everywhere integration with Microsoft Teams enables customers to access the frontline worker orchestration capabilities of WorkJam directly within the Microsoft Teams experience,” says Eadie. “Through the Teams platform, users can enjoy all the benefits that the WorkJam application has to offer and businesses utilizing Teams can now scale their workforce operations using WorkJam integration.”

Further information on WorkJam Everywhere is available at [www.workjam.com](http://www.workjam.com). 



**“WorkJam customers achieve an average ROI of 410 per cent and have an investment payback period of less than six months.”**

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# Consumers Find Comfort in Candy

*Confectionery categories have soared over the past year as consumers, dealing with a range of emotions, sought items that could provide pleasure and comfort.*

"The pandemic has affected our business in a very positive way," says Dave Scholtens, co-owner and president, Scholtens Candy Incorporated. "I think the confectionery industry is doing fantastic. There's a lot of stress eating going on. Our business has grown significantly. We've basically doubled our business during the pandemic."

Confectionery companies have been experiencing large increases in business since the start of the pandemic.

"We were lucky as the pandemic affected us in a positive way with more demand from retailers and customers," says Stephanie Leger, key account director, Mondoux Confectionery. "Customers preferences changed since the beginning of the pandemic, which positively impacted gummies consumption. Mondoux is currently increasing production and accelerating our growth in response to customer demand."

Last June, Mondoux Confectionery added the new Sweet Sixteen 400g product Extra Sour Bears to its line and additional size packs (185g and 1 kg) are coming in September.

"Brand recognition is key in the confection market," says Leger. "Last year, we totally revamped Sweet Sixteen packaging and branding to offer customers a new look. These marketing actions certainly had an impact on our incredible 2020 sales results. Sweet Sixteen is driving the total confection category with results way over 2020 market average of +6% for total category."

Consumers are looking for larger pack sizes and better quality products, says Leger.

"We have seen major sales increases on our 1kg bags," says Leger. "Gummies, especially mixed gummies, have lead the confection category during the pandemic. We have the number one brand in Quebec."

As online sales are increasing, conventional retailers need to provide a unique customer journey with personalized customer service, says Leger.

"Since the pandemic, customers are looking for a one-stop shop and want their shopping experience to be easy and smooth," notes Leger. "As confection is, in general, an impulse sale, displays and signs are essential to drive sales." >>



"Brand recognition is key in the confection market," says Leger. "Last year, we totally revamped Sweet Sixteen packaging. Sweet Sixteen is driving the total confection category with results way over 2020 market average of +6% for total category."



**"Tic Tac Coca-Cola had phenomenal growth numbers while our fruity flavour range, led by Tic Tac Berry Adventure, hit +50 per cent"**



Scholtens Candy has added plant-based gummies and sours to its' product line.

"I am excited about the new plant-based line," states Scholtens. "They are vegan-friendly and are made with absolutely no animal by-products. Whereas typically the candies would have gelatin in them, these products are made with a potato starch. We are seeing some strong interest in them from some fairly large retailers. Sugar-free candy is also another category that is slowly showing gains for us."

Candies that are free of animal by-products now make up 60 per cent of the market in Europe, says Scholtens.

"When we first launched the new products a year ago we called them veggie candies and they did terrible," says Scholtens. "We import, package and distribute the product. Veggie is a European term and because we had brought the product in from Europe, we called it veggie but people actually thought there were vegetables in it. We redesigned the packaging and re-launched it as plant-based with no animal byproducts and now it's doing well. Sometimes little tweaks can help."

When it comes to displaying confectionery products, Scholtens advises retailers to make use of free display racks provided by suppliers.

"There's typically a lot of thought and energy that has gone into the design," says Scholtens. "Follow a planogram if your company has one and, as it is an impulse item, the rack needs to face the door. Nobody goes into the store for our product but a lot of people leave with it so placement between the door and the till gives store owners an opportunity to make very healthy margins with essentially zero labour because we supply all of the work through direct store delivery (DSD)."

Scholtens' Cottage Country brand is good quality at a fair price, says Scholtens, adding that jujubes are the number one seller in Canada.

"Our product is a great fit for convenience stores," says Scholtens. "We do much better in convenience than in grocery because our products are impulse and mainstream. A bag of jelly beans made right here in Kitchener doesn't need an introduction. The customer is looking for fresh, good value, good taste and quality and with our product, they'll come back again and again."

Nestle has launched several new products this year, including new single bars, such as the Coffee Crisp Double Double and Kit Kat Chunky Popcorn.

"These bars both launched in 2021 and early consumer response has exceeded expectations," says Mike Zepp, CCSD manager confectionery, Nestle Canada Inc. "We have also launched some exciting flavours and innovations within the tablet and pieces categories, including Smarties tablet and Kit Kat Chunky minis."

Despite fewer retail trips by consumers, the chocolate category has grown over 10 per cent as chocolate is being added to more planned lists with a shift towards future consumption formats for at-home occasions, says Zepp.

"Conversely, changes in shopping dynamics have challenged retailers' ability to capitalize on the most impulsive and expandable snacking occasions," says Zepp. "To realize the continued growth, profit building, and basket building potential of the chocolate category, convenience and gas retailers will need to work collaboratively and aggressively in both immediate and future consumption occasions with new, disruptive and frictionless tactics."

Consumers are looking for chocolatey treats, says Zepp.

"They are primarily looking to satisfy a need for fuel, mood shift, indulgence and bonding," says Zepp. "Chocolate is a repertoire category, meaning that shoppers often buy different brands depending on their consumption driver or need state. The fuel need is about providing an immediate boost for your body, whether as a hunger buster or an energy recharge and it is the need most often satisfied in the convenience and gas channel through singles and king-size offerings. Mood shift is about satisfying your mind with an uplifting break or tasty distraction. Several formats can satisfy this need with the pieces format gaining in relevance across channels as it is very permissible and poppable. The indulgence need satisfies the senses with a sensorial experience or as a sweet finish to a meal. Innovation and variety is key, offering a breadth of assortments with new flavours and textures."

Brand recognition is one of the leading considerations for shoppers when they are looking to purchase chocolate, says Zepp.

"Shoppers look for what they recognize or expect and take very little time to make the selection," says Zepp. "If the brand they want is not available they are >>





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This fall, Kinder Bueno White becomes a permanent addition to Ferrero's Kinder Bueno portfolio.

"Previously only available as a limited edition, it's a great addition to the all-year-round Kinder Bueno line-up, which continues to grow double digits," says Harari.

highly likely to walk away without purchasing the category. Having a robust assortment across top brands is essential to maximizing the impulsive and expandable nature of the category."

Zepp recommends placing top single bar and king-size brands near the checkout.

"The top impulse items should be on the counter," he states. "Larger future consumption formats should be placed in a more central location in store to give shoppers time to browse. I recommend secondary displays in high traffic, highly visible areas. Key adjacencies include beverage fridge, ready-made meals, hot beverage bar, magazine and newspapers, and gift cards."

Consumers are looking for brands they recognize and trust, says Nicole Harari, director, impulse, Ferrero.

"Brand recognition is critical," says Harari. "Consumers are more likely to be motivated by brand loyalty than impulse, especially when shopping mints, candy and gum," says Harari. "In a recent Ipsos

study, 51 per cent of consumers indicated that they know the brand they want to buy before they start shopping for mints, candy and gum."

With people on-the-go, purchase decisions are made in seconds and people aren't stopping to read descriptions or browse, says Harari.

"Over the past year, we've also seen an increase in buying Canadian, like our Tic Tac mints or Ferrero Rocher chocolates," says Harari. "Canada has one of the safest, most trusted food systems and that's important when you want the best for you or your family. More brands are highlighting and promoting made in or prepared in Canada across retail and impulse channels and at Ferrero, we're proud of being able to manufacture many of our products in Canada."

Brand recognition is also important when launching products because consumers feel more confident trying something new from a brand they already know, says Harari. This fall, Kinder Bueno White becomes a permanent addition to

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Ferrero's Kinder Bueno portfolio.

"Previously only available as a limited edition, it's a great addition to the all-year-round Kinder Bueno line-up, which continues to grow double digits," says Harari. "Also this fall, Kinder is launching Applaydu, a free digital app that helps bring Kinder Surprise toys to life in a fun world of discovery and imagination through augmented reality. Designed for families, the app helps develop creativity and builds skills through fun family activities."

Multi-buys are becoming more important and can help build basket size, says Harari.

"Finding the right items to co-promote will encourage consumers to trade up, which helps make up for fewer store trips," says Harari. "It's also important to understand what sells well in your store so that you can make sure those items are visible on the front counter or shelves. Consumers like to have choice but given decisions are made in a few seconds, it's also important to stock category leaders

that are quickly recognized along with unique offerings."

Ferrero's total Kinder everyday business is up +16 per cent and Harari notes that the sale of treats generally has been steady throughout the pandemic as people look for some normalcy and joy.

"Despite the challenges we've all experienced this past year, we've seen tremendous growth with our Kinder portfolio and Tic Tac fruit and novelty offerings within the C&G channel," says Harari. "Tic Tac Coca-Cola had phenomenal growth numbers while our fruity flavour range, led by Tic Tac Berry Adventure, hit +50 per cent. Mint consumption shifted from at-work occasions to at-home, with some declines in mint, however, we do expect mint to recover as social and return-to-work occasions return. While consumers moved away from mint, they moved towards the Tic Tac fruit flavoured options and non-mint flavours." 📌



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By Melanie Widmann

# Increasing Your Bottom Line with Cigarette Manufacturer Rebate Programs

COVID impacted businesses in surprising ways. Predictably, it reduced the demand for fuel both on the supply and demand side. But surprisingly, it reversed the decline in cigarette sales.

According to a report by Ernst & Young, cigarette sales increased by 24 per cent in June 2020 compared to 2019. Convenience stores in certain areas of the country experienced even higher growth, including 44.9 per cent in New Brunswick, 47 per cent in Prince Edward Island and 44.3 per cent in Newfoundland and Labrador, compared to June 2019. This, for some, brought a renewed focus to the category and rebate programs. >>





technology's role and product promise is to level the playing field by automating and making it less time-consuming to opt-in and comply with these programs regardless of the company's size.

#### **Why Should You Care About Rebate Programs?**

If you are new to or want to take a second look at these programs, participating ensures you remain competitive and/or stimulate sales. If you are not actively participating and managing the compliance of these programs, you are simply leaving money on the table. Many convenience store operators also need to consider their fuel brand and their own promotions as they add manufacturer rebate programs to the mix.

Types of tobacco price promotion allowance can include:

- Total buy-down allowances
- Multi-can allowances
- Multi-pack allowances
- Loyalty fund allowances

Although program requirements can differ widely from manufacturer to manufacturer, the following are typically included:

- Is product specific
- Is customer specific, including quantity sold per targeted (loyalty) user
- Requires a stated dollar or percentage discount

- Is time-limited
- Requires special signage/promotional advertisement placements (in-store and forecourt)
- Requires reporting sales data back to the manufacturer
- May also provide additional discounts for additional data (loyalty)

#### **The Burden of Compliance and Collection**

Program requirements may be easy to meet by larger companies but can become burdensome to the small convenience store retailer. A few reasons that make these programs difficult to manage are not knowing how to:

- Set up the promotion
- Report information back to the manufacturer
- Track the reimbursement
- Book the sale
- Determine the tax impact

Companies that leverage technology rely on integration between the manufacturers and technology partners to reduce the administrative burden and meet compliance requirements. The



role of a technology partner, usually a back-office or scan data app provider, is take advantage of any new integration opportunities. The role of the business partner, such as a manufacturer, is to enable the integration. One overlooked advantage of these apps is their built-in automated and manual workflows that ensure store owners enter and track the needed information.

### **The Rise in Demand for Data and a New Class of Scan Data Apps**

Manufacturers are increasingly interested in validating the performance of their products at the store level and need to access convenience stores' sales data within shorter and shorter intervals. This data helps manufacturers validate and optimize their promotions while improving their distribution in a much more responsive way.

One proof point of the rise in demand for data is the entry of a new class of app. Technology companies are now offering "data scan" apps that provide two main functions:

- Automates the data exchange needed for compliance
- Automates the program opt-in process and acceptance of promotions

The opportunity for c-store owners is these apps help to reassign the administrative burden back onto the manufacturer through automation and integration. The product promise is the app will pay for itself by reducing these administrative and compliance burdens. Manufacturers find value in the shift as it promises to increase participation (opt-in) and compliance with their programs.

### **A Few Final Thoughts**

It is expected the demand for data will only grow. But regardless of how many programs manufacturers offer to convenience store owners, the burden of administration and compliance can put the small operator at a disadvantage. We believe technology's role and product promise is to level the playing field by automating and making it less time-consuming to opt-in and comply with these programs regardless of the company's size. 📱

*Melanie Widmann is the creative director for Petrosoft, a leading provider of cloud-based c-store automation solutions. Born in Ottawa, Canada, she moved to the US to earn her B.Sc. and MBA. Melanie is active in the convenience store industry, has served as a NACS supplier committee member and has chaired the Connexus FDC working group. She currently resides in Pittsburgh, PA.*



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# The Numbers Don't Lie: ElectroTite Has Optimized Tank-Sump Watertightness

By Ed Kammerer

**Tank sumps are critical components in the fueling systems at retail and commercial fueling sites** in their role as isolation chambers that provide secondary containment for tank fittings, valves and submersible pumps, along with easy access to the storage tank itself for service and maintenance. Since the creation of underground fuel-storage systems, however, fuel-site operators have waged a constant battle against water intrusion into their tank sumps.

This is a major concern as water that enters a tank sump can trip alarms, cause microbial growth, induce rusting of metal parts and, in the worst-case scenario, invade the fuel that is contained in the underground storage tank (UST), which will compromise its quality. Preventing water intrusion is so difficult because there are a number of ways it can enter the tank sump and fuel-storage system: through leaking tank-sump lids; cracks in sump walls; damaged entry fittings; and, most commonly, through conduit runs.

When water intrusion does occur and an alarm is tripped, the sound that accompanies it may as well be the ringing of a

cash register, since the site operator will soon be reaching for his or her checkbook in order to pay not only for the service call, but for a pumpout of the tank sump. The cost for the following hypothetical pumpout example is based on conversations with the service manager of a United States UST service and installation company based on the East Coast: >>

	SITE 1	SITE 2	NON-ELECTROTITE SITE
Activity	Input	Cost	40
Labor Hours	4 hours	\$358.00	48
Travel Miles (\$0.85/mi)	65 miles	\$55.25	1.2
Vacuum Trailer Rental Fee	1	\$75.00	12,000
Gal/Petroleum-Containing Waste (PCW); \$1.80/gal.	350 gallons	\$630.00	\$1.80
<b>TOTAL COST</b>		<b>\$1,118.25</b>	<b>\$21,600.00</b>



**Before**

The costs, miles and hours for a pumpout will obviously vary from site to site, but the price for this average example – multiplied by the 15-20 pumpouts per UST, on average, that can occur annually at a fueling site – will result in an exorbitantly high cost to remediate water-intrusion events, with many fuel-site operators unable to reconcile this expense.

#### To The Rescue

The year 2017 will be looked back on as a landmark one for fuel-site operators in their constant battle against tank-sump water intrusion. It was then that OPW Retail Fueling, Smithfield, NC, introduced the revolutionary ElectroTite No-Drill Tank Sump to the market. What made ElectroTite a true game-changer was its status as the industry's first and only tank sump that featured factory-installed conduit ports with an integrated electrical wiring junction box. This allows the sump to be installed as-is at the fueling site, with no intrusive drilling required. This feature eliminates the risk that unintended leak points will result due to the drilling of entry points, while also optimizing installation time.

Other beneficial features of the ElectroTite tank sumps include:

- **Watertightness**
  - Sealed conduits are located above the water table
  - Elimination of all conduit entry fittings
  - Reduced entry points lower number of potential leak points
- **Accessibility**
  - Conduit lines can be installed, inspected and repaired through the top of the sump
  - Can access wiring box for inspection without entering confined sump area
- **Versatility**
  - Explosion-proof junction box allows space to reroute or daisy-chain



**After**

communication wires to spill containers and tank monitors, eliminating additional conduit runs to the tank field

- Electrical shield allows positioning of high- and low-voltage sensor wires in same box
- Conduit can be potted entering box, exiting box, or both
- **Consolidation**
  - Will replace up to six:
  - Conduit entry fittings
  - Conduit sealoffs
  - Explosion-proof junction boxes

The bottom line is that the design and operation of ElectroTite tank sumps make it the most watertight system available, resulting in a fueling system that helps optimize efficiency, reliability, cost-effectiveness, environmental protection and the safety of both the site and the customers who patronize it.

#### Seeing Is Believing

Of course, it's easy to say that something is the best thing since sliced bread, but proving it is a different matter entirely. After nearly four years of observation of in-the-field installations, the ElectroTite has more than lived up to its advance billing. The chart below compares tank-alarm remediation costs for two United States sites that have had ElectroTite tank sumps in operation for nearly four years to an average non-ElectroTite site:

	SITE 1	SITE 2	NON-ELECTROTITE SITE
# of Months Installed*	40	42	40
Total Tank Sump Alarms	0	1	48
Avg. Pumpouts/Month	0	0.024	1.2
Gals/PCW Removed	0	250	12,000
Cost to Remove PCW (\$/gal)	\$1.80/gal	\$1.80	\$1.80
<b>Overall Tank-Sump Maintenance Cost</b>	<b>\$0.00</b>	<b>\$450.00</b>	<b>\$21,600.00</b>

\*as of January 2021

With the introduction of no-drill tank-sump/conduit-less technology to the market, epitomized by OPW's ElectroTite system, the battle against water intrusion is being won more often by site operators.






#### Four years later

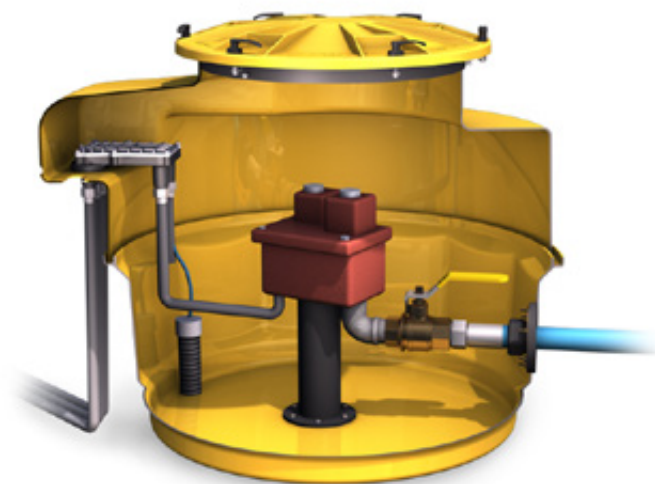
Let's take a closer look at the individual installations and the conditions the sumps have encountered:

- **Site 1:** Three ElectroTite tank sumps were installed at this Midwestern U.S. site in November 2017, one each for unleaded gasoline, premium gasoline and diesel USTs. As you can see, this is turning out to be the poster child for the effectiveness of the ElectroTite tank sumps. In that time, not one single tank-sump alarm event has been recorded, resulting in zero cost for the overall maintenance of the sumps.
- **Site 2:** Two ElectroTite tank sumps were installed at this Southeastern U.S. location that is situated near an extremely high water table in September 2018, one each on the unleaded and premium gasoline USTs. Since then, two alarm events have been recorded at the site (both on the unleaded sump in July 2018 and September 2020), but only one required a pumpout.

#### Conclusion

Fuel-site operators have always had to keep water from intruding into their below-ground fuel-storage systems, but that has proven to be easier said than done. Until 2017, that is. With the introduction of no-drill tank-sump/conduit-less technology to the market, epitomized by OPW's ElectroTite system, the battle against water intrusion is being won more often by site operators. The result is a fueling operation that can more reliably deliver uncompromised fuel to its customers while helping to make expensive, time-consuming and frustrating sump pumpouts a welcome thing of the past. 

*Ed Kammerer is the director of Global Product Management for OPW, based in Cincinnati, OH, USA. He can be reached at [ed.kammerer@opwglobal.com](mailto:ed.kammerer@opwglobal.com). For more information on OPW, go to [opwglobal.com](http://opwglobal.com).*



ElectroTite a true game-changer was its status as the industry's first and only tank sump that featured factory-installed conduit ports with an integrated electrical wiring junction box.

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By Karisa Marra

# Good Enough Should Never Be Good Enough

When COVID-19 first arrived in Canada, many retailers – including convenience stores and carwashes – reduced their hours or closed stores while Canadians adhered to stay-at-home orders, depressing consumer demand for non-essentials. Eighteen months later, much has changed, and retailers have taken steps to future-proof their businesses, explore new revenue streams, and are set to thrive more than ever before. With brick-and-mortar stores shuttered almost overnight at the start of the pandemic, to stay afloat, retailers had no choice but to make changes to meet their customers where they were.

At Square, my team is constantly working to help solve the needs of businesses. We saw, for example, a huge increase in

the number of sellers that created online stores in Canada; pre-COVID, 41 per cent of businesses sold online, but by March of 2021, that number was up to 61 per cent according to a national report we released earlier this year. In fact, Statistics Canada reported that the Canadian retail sector experienced a v-shaped recovery supported by sharp increases in online sales, with businesses rebounding to pre-pandemic levels by June 2020.

In addition to creating online stores, we witnessed many Canadian businesses coming up with creative solutions to meet the evolving needs of their customers. Grocery stores teamed up with breweries to create curated meal kits for customers to cook at home. Salons delivered custom-colour kits to allow clients >>



to touch up their roots. Which begs the question: If adapting led some retailers to thrive – even amidst the most challenging economic conditions – why did many others wait so long?

We've learned many lessons in the past year-and-a-half that offer valuable opportunities for improvement moving forward.

One of these days is none of these days

The words from this proverb have never been more true. Countless businesses using Square's tools in Canada have told us that they had planned to make various changes before the pandemic, but didn't have a sense of urgency to implement such changes until they were absolutely essential.

Kait Waugh, owner of local shop Fat Plant Farm in Regina, SK, is a good example. She fell in love with succulents five years ago and segued her passion for plants into a thriving business. While growth has been steady since she opened her doors over three years ago, Fat Plant Farm really took off after she decided to open an online store in March 2020 and offer curbside pick-up and delivery services. These changes allowed her to keep business steady after the onset of COVID-19 restrictions and she tripled her sales in January 2021 over the same month last year.

### One size doesn't fit all

Every business is unique, and so too should be their technology solutions, with convenience stores and carwashes now lucky to have a wealth of customizable options for POS, ecommerce, and operations management tools to help them run their businesses and maximize efficiencies. For example, some convenience stores need an integrated loyalty program to reward customers while others want integrated invoicing to run their businesses. Carwashes sometimes need online booking capabilities while others prefer an elegant point of sale device with software that handles updates automatically and allows employees to track costs and monitor profits from anywhere.

With traffic returning to locations, these tools now enable businesses to expand their reach beyond their immediate, local customers, find new and different ways to sell and improve their operations. By looking for solutions that work for their specific, individual needs, including integrated tools and all-encompassing solutions, businesses can save themselves a great deal of time, which translates to saving money.

### Cast a wider net

Throughout the prolonged pandemic disruptions, municipalities, business improvement areas (BIAs) and community groups worked hard to promote "shop local" initiatives to encourage residents to support their small business neighbours through a difficult economic time. And while customers should continue to be encouraged to shop local, we encourage businesses to cast as wide a net as possible.

While foot traffic is the primary sales channel for convenience stores, ecommerce solutions like Square Online provided incredible opportunities for businesses to maintain their customer base, even as Canadians were staying away from brick and mortar stores through the pandemic.

The disruption caused by the COVID-19 pandemic has been a once-in-a-lifetime occurrence for businesses. Throughout the past 18 months it has also unveiled immense opportunities for them to adapt and grow. As retailers across the country continue to rise to the challenge, with the right tools and the willingness to adapt, we feel optimistic about the days ahead. **[9]**

*Karisa Marra is a business expert at Square Canada*





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- First year saving is \$88,000 and \$32,000 each year thereafter
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## ELITE 460 Electrical Power Savings

### Two 30 HP Motors Power Consumption POWER CONSUMPTION

$60 \text{ HP} \times 0.746 \text{ kWh/HP} = 45 \text{ kWh}$

#### UP TIME

$12 \text{ hr/day} \times 7 \text{ day/wk} = 84 \text{ hr/wk}$

$84 \text{ hr/wk} \times 52 \text{ wk/yr} = 4,368 \text{ hr/yr}$

#### CONSUMPTION COST

$45 \text{ kWh} \times 4,368 \text{ hr/yr} = 196,560 \text{ kWh/yr}$

$196,560 \text{ kWh/yr} \times \$0.11/\text{hr} = \text{\$21,333/yr}$

### Ten 15 HP Motors Power Consumption POWER CONSUMPTION

$150 \text{ HP} \times 0.746 \text{ kWh/HP} = 112 \text{ kWh}$

#### UP TIME

$12 \text{ hr/day} \times 7 \text{ day/wk} = 84 \text{ hr/wk}$

$84 \text{ hr/wk} \times 52 \text{ wk/yr} = 4,368 \text{ hr/yr}$

#### CONSUMPTION COST

$112 \text{ kWh} \times 4,368 \text{ hr/yr} = 489,216 \text{ kWh/yr}$

$489,216 \text{ kWh/yr} \times \$0.11/\text{hr} = \text{\$53,766/yr}$

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Convert to (2) 30 HP motors = **\$32,000 savings**

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Total first year savings **\$88,000** | Savings every year after that **\$32,000**

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St-Lawrence River shoreline GURU Good Crew clean-up, kicking off Ocean's Week on June 5



Montreal Van Horne Skate Park GURU Good Crew clean-up, held on June 18



Toronto Scarborough Bluffs GURU Good Crew clean-up, held on June 17

# GURU Continues Community Clean-Up Initiative

*GURU Organic Energy Corp., a leading organic energy drink brand, has been making the most of the Canadian summertime by leading a nationwide community clean-up initiative. From Halifax to Vancouver, the GURU Good Crew, created specifically for the occasion, has been giving back to nature and the environment.*

**From riverbanks to skate parks to hiking and biking trails, the GURU Good Crew has been hard at work collecting litter and giving a shiny new look to the sites that make summer worth waiting for.**

"Getting closer to nature is a sure way to connect to your own, true nature, and that's why we are committed to cleaning up our incredible landscape from coast to coast; places we go to recharge and re-energize," said Carl Goyette, president and chief executive officer of GURU.

Having already completed over 50 per cent of its ambitious objective of hosting close to 60 clean-ups across the country's top cities and outdoor playgrounds between June and September, the GURU Good Crew is on a roll, with teams deployed over five sites in British Columbia, six in Alberta, 13 in Ontario, eight in Quebec, and two more locations in Atlantic Canada. Another 25 clean-ups are expected to take place by the fall in Toronto, Ottawa, Halifax, Calgary, Edmonton, Vancouver and Port de Quebec.

In parallel to GURU'S commitment to cleaning up the Canadian landscape, teams across the country have been actively supporting frontline workers throughout the summer. In May and June, over 35,000 cans of GURU were donated to frontline workers, including healthcare workers, first responders, and COVID-19 testing and vaccination clinic staff.

Follow @guruenergydrink and @guruenergie on Instagram and @guruenergy on Facebook to find out more about the community clean-up initiative. 📸





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By Angela Altass

# Managing Consumer Expectations

**Times have changed and lives have been turned upside down** due to the COVID-19 pandemic. What does this mean when it comes to consumer expectations?

“Consumer behaviour and expectations have shifted as the COVID-19 vaccine rolls out and they continue to evolve as the Delta variant spreads and unemployment benefits end,” says Alexa Driansky, vice president in the retail practice at AlixPartners LLP. “This is a challenge for retailers. In addition to demand uncertainty, retailers are faced with increasing shipping costs and other supply-chain challenges, raw material inflation, and increasing labour costs.”

AlixPartners recently released a *Changing Consumer Priorities* study on how COVID-19 anxieties are driving new consumer behaviours. The study, which is available at [www.alixpartners.com](http://www.alixpartners.com), notes that half of all global consumers say their spending habits have changed permanently due to the pandemic.

“Our *Changing Consumer Priorities* study reconfirmed our hypothesis that the pandemic accelerated consumer behaviour changes across how consumers shop, what they buy, and their expectations from retailers,” says Driansky. “Consumers flocked online. We expect this trend to continue going forward. Our study shows 29 per cent of consumers expect to shop the same or more online post-pandemic.”



Consumers are changing faster than ever and are demanding more from retailers, says Driansky.

“Consumers expect convenience and value,” says Driansky. “For instance, another survey of ours, the *AlixPartners Annual Home Delivery Survey*, shows that consumer expectations for free and fast delivery are higher than ever. Consumers now expect free shipping within 3.3 days, which is down from five

strong, notes Grace Ayoub, managing director, consumer goods and retail industry practice, Accenture.

“It has provided essential services to consumers even when things were uncertain,” says Ayoub.

Information on consumer expectations can be found in Accenture’s *Changing Consumer Expectations & Behavior* report and *COVID-19: How is the Retail Consumer Changing* report at [www.accenture.com/ca-en](http://www.accenture.com/ca-en).

The Accenture reports show that consumers expect fuel and convenience retailers to:

- Focus on initiatives that will have the biggest impact on consumer confidence. As the pandemic continues and changes, they want companies that will evolve and keep their safety top of mind. This could be through continued requirements for masks, extra cleaning of surfaces and limiting the number of shoppers in small spaces.
- Train store associates to handle today’s new customers by ensuring employees are aware of new protocols and trained on how to best approach customers.
- Consider how to improve the consumer experience and for those behaviours that did have an impact, like delivery services and contactless fueling, to increase the likelihood that they’ll become permanent behaviour and drive consumer loyalty.

Fuel and convenience retailers need to prepare for the new consumer emerging from the pandemic as research shows the majority have new values and new purchasing motivations, states Ayoub.

“Consumer habits are shifting from in-store to virtual purchases,” says Ayoub. “The definition of convenience has changed, more and more people are expecting anything, anytime, delivered right to their doorsteps. New competitors are emerging. Store consolidation is squeezing margins.”

Convenience retailers have responded to this trend by experimenting with curbside pickup, drive-thru, or home delivery, notes Ayoub.

“Consumers are asking: Are you making my experience with your brand as personal as it can be? That is why convenience and fuel retailers are also experimenting with mobile apps and using more personal data to tailor the experience to the consumer,” says Ayoub. “The use of data and technologies to tailor offerings and make the experience easier for consumers will become key in years to come.”

>>



days just five years ago.”

Retailers are facing massive disruption, both from the pandemic and from digital platforms, which were already disrupting the traditional retail value chain, says Driansky.

“Companies today need a high what we call AgilityEQ, which is the ability to understand the changing market and quickly respond and to be able to do so in a way that meets consumers’ needs,” says Driansky. “It is important for retailers to integrate consumer insights from multiple sources into their decision making and operations. This involves retailers understanding what customers are doing within the store by truly understanding things like transaction data, but also understanding what’s shifting outside of the store by means even as simple as analyzing Google trends. In today’s economy, consumers will shop somewhere else if a retailer does not meet all their needs.”

Throughout the pandemic, the fuel and convenience retail industry has held

Consumers are also asking about social and corporate responsibility and the environment, says Ayoub.

“Brand, reputation, social responsibility and sustainability are more and more on the agenda,” says Ayoub. “Having strong ethical values is an important part of the brand promise for today’s consumers. They want to know how brands are keeping them and their neighbours, as well as the brand’s employees, safe. After more than a year of social distancing, handwashing and mask wearing, consumers are highly attuned to the health and safety of any experience and people have become safety obsessed.”

As Canadians ramp up on vaccinations while preparing for a possible fourth wave, health and safety of employees and consumers is paramount, notes Ayoub, adding that many consumers would switch to another brand or store if their health and safety needs were not addressed.

Consumers also continue to look for value, quick service that meets their standards, and a pleasant customer experience, says Ayoub, who notes the following ways that fuel and convenience retailers can stay up-to-date:

- Investing in listening to understand how employees view their workplace.
- Reimagining the customer experience and ensuring all aspects of operations – marketing, sales, innovation, customer service – understand new consumer motivations.
- Evolving the business model and aligning technology, data and talent to continuously improve experiences and give people what they desire without sacrificing profitable growth. This may include updating pricing, different distribution channels or new revenue streams.

Ayoub advises fuel and convenience retail store owners to focus on the following four key areas:

- Creating safe, contactless experiences for in-store shopping
- Rethinking product and services to meet evolving consumer needs, such as expanding health and wellness offerings
- Caring for the health and safety of employees to build loyalty
- Improving consumer engagement by accelerating technology investments such as enhancing the digital experience.

Consumers expect the same things that they always have from convenience stores: convenience and a good stock of different snacks, drinks and other food, says Shawn McGrath, industry research analyst at IBISWorld and author of the *Convenience Stores in Canada Industry Report*, which can be found at [www.ibisworld.com](http://www.ibisworld.com).

“However, there has been increased visibility about keeping virus-free so customers expect an additional level of




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email: [bjj@womenincarwash.com](mailto:bjj@womenincarwash.com)







Canada is now more than 60 per cent vaccinated, with nearly three-quarters of all Canadians having received at least a first vaccine dose, consumer priorities are starting to return to normal as remote work is starting to end and travel restrictions, including the international arrival of vaccinated Americans, are lifted, notes McGrath.

cleanliness, whether it's hand sanitizer stations at doors or other frequently-touched surfaces or the addition of touchless payment capabilities to mitigate against handling cash or credit card terminals at the point of sale," says McGrath, noting that the research for the report did not uncover anything that he found to be too surprising. "As an industry that relies on travel and increased movement, it lost momentum as Canadians traveled less and among those that did, whether for an essential job or other reason, they were likely less willing to be inside a smaller store and experience additional exposure to coronavirus. Revenue declines, furloughs and store closures were an expected outcome of such stringent travel restrictions and public fear that cut into travel and consumer spending."

As the vaccine rollout is going well and Canada is now more than 60 per cent vaccinated, with nearly three-quarters of all Canadians having received at least a first vaccine dose, consumer priorities are starting to return to normal as remote work is starting to end and travel restrictions, including the international arrival of vaccinated Americans, are lifted, notes McGrath.

"However, as mask requirements continue in many public places, industry operators continue to stock these and other health items whereas they may not have prior to the pandemic," says McGrath. "My advice would be to encourage vaccinations among staff. Closure due to exposure and contact tracing within a store could prove very costly. Some customers may not want to come in the store as they are still nervous about being around others in such a confined space, so ensuring that they will be safe, whether by adding touchless payment options or imposing capacity restrictions, is a good way to keep customers coming back to the store."

Popbox Market, located at 725 Dovercourt Road in Toronto, has successfully remained in business throughout the pandemic by offering specialized categories like spices, coffees, and chocolate.

"We have items that have a wow factor and there has been a tremendous appetite for that as the rug was pulled out from under everyone's feet," says Attila Szanyi, owner of Popbox Market. "We have remained open every single day throughout the pandemic. Staffing was quite an issue at the beginning of the pandemic. We are a café too. When all else fails, food never does as we will always continue to eat. The café is about a third of our business and the soul of our business with all the classics: an espresso machine, pastries, grab-and-go salads, and a lot of fresh food."

Although he likes to stock healthier options, Szanyi is clear to clarify that Popbox Market is not a health store.

"We are a convenience store but more and more over the years we've steered our offerings into specialized categories," says Szanyi. "Over six years, I've seen so many trends come and go. One of my big lessons in this business is the more you commit to what you're doing, the more favourably customers will respond. Enthusiasm rubs off on customers. We have just started getting into spices. I think it's an area that isn't as developed as chocolate, coffee and tea and yet is one of the great categories."

Szanyi has also started an online business, [www.savorly.ca](http://www.savorly.ca), to compliment his Toronto store.

"We were getting to that before COVID so it wasn't just a pivot from the pandemic," states Szanyi. "It's not even a year old yet and is doing better monthly. I can see it becoming on par with the brick and mortar business in two years or so. Our store's footprint is quite small and we pay an exorbitant amount of rent. We've done pretty much everything we can with 1,000 square feet while the online store is limitless and is a Canada-wide business. However, I think the brick and mortar store gives a certain level of street credibility to the online business and it increases our buying power. If we were just purchasing wholesale with the online sales only it would be very tricky to aggressively build it as much as we are." **■**



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By Bob Christmas

# How a Truck Stop Waitress Solved a Serial Murder Case in Canada

September 30, 2021, is Canada's first National Day of Truth and Reconciliation, a newly instituted national holiday. It comes on the heels of the discovery this year of thousands of unmarked Indigenous children's graves across the country. They are on the grounds

of the residential schools, the colonial government's major failed attempt to assimilate Indigenous people with the relatively new settler society. The first school opened in 1831 and the last one was closed in 1996.

Indigenous children were forcefully adopted into white families from the 1960s on. It was called the

"60's baby scoop" and tore apart thousands of Indigenous families. This is another dark chapter that has added to the trauma of these communities that make up about four per cent of Canadian society. Yet, they make up over 70 per cent of the population of many of Canada's prisons. High criminal involvement, medical and substance abuse and extremely high suicide rates are all symptoms of the trauma that

carries forward across the generations.

Canada's Truth and Reconciliation Commission documented the horror stories of the trauma that many Indigenous children experienced being taken from their families. An earlier Truth and Reconciliation Commission in South Africa provided a model on which Canada's was later based. Yet, ironically, the townships that blacks were forced into during Apartheid in South Africa were based on the previously established Canadian reserve system.

In 2011, I had the opportunity to travel across South Africa, studying post-Apartheid reconciliation. I learned they still have a long way to go. The South African TRC found that people wanted acknowledgement of wrongs that were done more than anything else. Canada's TRC seems to have confirmed a similar desire. Indigenous leaders have persisted that the official apology by Canada's government in 2008 has not gone far enough. With unsettled treaty claims and the discovery of thousands of unmarked graves, the Indigenous community and all Canadians want answers. Canadians, indeed all North Americans, have a growing awareness of the injustices associated with colonization.

We are all challenged to find ways to reconcile >>

In 2011, I had the opportunity to travel across South Africa, studying post-Apartheid reconciliation.

I learned they still have a long way to go. The South African TRC found that people wanted acknowledgement of wrongs that were done more than anything else.



Numerous Indigenous women also went missing along the famed Highway 16 in British Columbia's interior. Many were murdered.

diverse worldviews and pain that still carries forward from the first days of European settlement.

In the mid-2000s, the Pickton serial murder case unfolded in British Columbia. Young women were being picked up in Vancouver and murdered. Numerous Indigenous women also went missing along the famed Highway 16 in British Columbia's interior. Many were murdered.

It was ultimately named the highway of tears. The missing and murdered Indigenous women and girls' movement began there. Still, it is a nationwide phenomenon that eventually was investigated by the next national inquiry by the same name.

Connections between serial murder cases and higher risk for some populations came to light. Primarily it was young Indigenous women, made vulnerable through poverty and family dynamics tied to the impacts of colonization. Many missing women were eventually suspected or confirmed dead. Many have been associated with being preyed on in the sex industry. For years in my policing career, I was heavily involved in investigating these cases. In policing and justice, we've strived for decades to prevent high-risk youth from becoming the next missing and murdered. Despite massive changes, raised awareness, and substantial money invested in counter-exploitation, women and girls continue to be targeted and hurt by the sex industry.

Therefore, I focused my doctoral research on possible solutions. I interviewed 61 people representing 1,000 years of collective experience. They were sex trafficking survivors, police, social workers, government and non-government agencies striving to help sex industry survivors. The stories are gut-wrenching, like the experiences I had working on counter-exploitation and missing person cases. I found that we have come a long way but still have a long way to go to keep some of our most vulnerable citizens safe.

My novel, *The River of Tears* (to be released in the fall of 2021 by DIO Press, New York), is one story based on my own experience and research. Through it, I provide insights into humanity and what many people go through in the trafficking world. It is a painful story, but it is also inspirational as people learn and grow. Dani (Cree for daughter) and detective Jack Bondar are adversaries at first. Dani is Indigenous. She distrusts the police and resents the marginalization of her people. Yet, she eventually has to call them to report her younger sister missing. Jack is jaded from too many years of police work. He has a racist view of Indigenous people whom he feels have consumed inordinate police services throughout his career. They eventually learn to understand each other's perspectives and work together in the pursuit of Dani's missing younger sister.

These individuals represent many people in Canada. They also represent the larger reconciliation that Canada must go through to move on from the past. By learning to work together, they achieve great things. So, it is also a story of inspiration and hope. Dani escapes a violent gang life to become a successful lawyer later in life. Jack begins to understand the Indigenous social dilemma.

A waitress at a truck stop breaks the case wide open by being astute to who is coming and going. She recognizes the girl on the poster that Dani put up and makes a call. That simple phone call kicks off a nationwide investigation that disrupts serial trafficking rings and murders across the country. There is a simple but profound lesson in this. Any convenience store clerk could change the world with a modest observation and a quick phone call. It doesn't take anything heroic- as I depicted in the previous article on safe-havens. It could be as simple as writing down a license plate and passing the information on to the police. Just being willing to observe and report is all it takes.

In my novel, a body is found in the river in the first scene. Rivers have been commonplace for bodies to turn up in Canada. Like the highway of tears, the river metaphorically represents the river of despair that runs through the impoverished core of every city in North America. It is a story of the river of tears. **[9]**

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*Bob Christmas, Ph.D. is president of Bob Christmas Consulting Inc. He draws on over 35 years of law enforcement experience, writing prolifically on justice issues. Visit Bob at: <https://bchristmas.com>*





By Del Williams

# Optimizing Cloth and Foam in Conveyorized Washes

*Cloth and foam brushes and hangdowns offer some important advantages over touchless washes, and following expert advice on replacement and optimization can yield even better performance and profits.*

**In tunnel carwash systems using a conveyor to control the wash speed, there are many different materials, configurations, and options.** However, cloth and foam brushes and hangdowns offer some important advantages over touchless washes.

While touchless washes use high-pressure water and chemicals, the process takes longer for a thorough cleaning and often has trouble removing heavy mud or dirt, bugs and road grime from vehicles. Also, unsuitable chemical ratios can stain paint, if not monitored.

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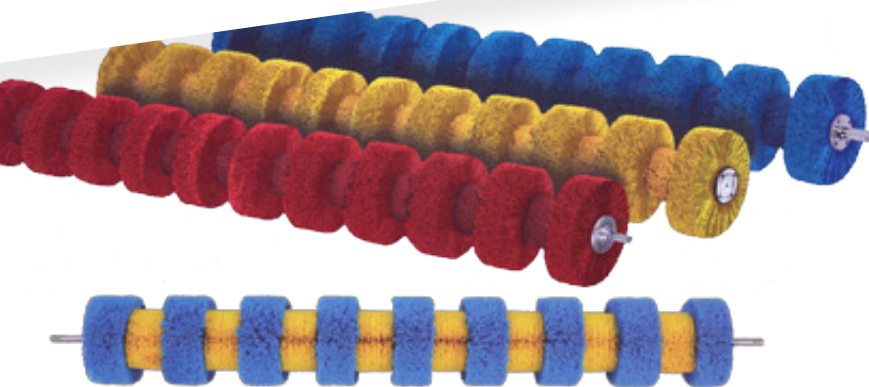


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Another option is a plusher material like cashmere-style cloth, which takes advantage of a nappy surface (like the pile on a rug) to do a better overall cleaning job on the vehicle, including windshields.

Instead, when vehicles pass through multiple soft cloth curtains or rotating gentle foam brushes, the process cleans faster and more thoroughly, enhancing revenue. Soft friction lifts dirt, droppings, bugs, grime, etc. from the vehicle's surface. It also cleans problem areas such as rocker panels, the vehicle's rear, and license plates.

So, to help tunnel wash operators get the most out of their investment, we examine some strategies by industry experts that serve to optimize the use of cloth and foam, both in terms of performance and replacement.

### CHOOSING CLOTH, FOAM, OR BOTH

Both cloth and foam brushes and hangdowns have an important role in tunnel wash operations. However, each material has some pros and cons. So, it is essential to review factors such as tunnel length and potential vehicle damage to know when it is best to use each, or both.

#### Tunnel Length

"Because cloth is heavier and denser, it will remove more dirt and clean better in less space," says Robert Pecora, president of Erie Brush, a supplier to the carwash industry since 1948. "So, if you run a short, 50 or 60-foot tunnel with one set of wraps, one curtain, and a couple of side brushes, you will need to use cloth."

According to Pecora, utilizing foam is fine for longer tunnel washes with more equipment. "If you operate a longer tunnel, on the order of 100 or more feet, with two or three sets of wraps, the foam has enough time to sufficiently clean the vehicle's surfaces," he says.

Pecora notes, that with foam, you do need more chemicals to provide more cleaning and lubrication than with cloth. This can raise operational costs.

#### Reducing Damage

Rotating foam brushes are gentler on the car than cloth, which reduces the risk of vehicle damage, particularly around

problem areas, such as antennas, mirrors, or license plates. Foam can also be lighter on wash equipment than heavier cloth. This tends to extend the equipment's usable life.

#### Choosing Both

Since both cloth and foam have pros and cons in certain circumstances, many tunnel wash operators choose to utilize both.

"On the top half of vehicles, many operators use foam to safeguard wipers, mirrors, and antennas," says Pecora. "Then, on the bottom half, they often use cloth to better clean rocker panels, tires, and wheels where heavier dirty deposits typically exist."

### MAXIMIZING PERFORMANCE

For tunnel wash operators, cleaning ability is the most important attribute to consider.

#### Cloth

When utilizing cloth for general surface cleaning, non-woven fabrics like polyester and polypropylene strike a balance of absorbing sufficient water/soap solution to clean the vehicle without getting too heavy. The inherent stiffness of polypropylene, however, sometimes prevents its access to small nooks and crannies, such as those around trim pieces. Erie's Generation 7 Polyester cloth, for example, is softer and more pliable, which allows it to clean better than its polypropylene-based counterpart.

Another option is a plusher material like cashmere-style cloth, which takes advantage of a nappy surface (like the pile on a rug) to do a better overall cleaning job on the vehicle, including windshields. The pile length on this type of material ranges from 0.25 inches to one inch, with longer pile capable of reaching deeper into crevices and providing more overall surface area for cleaning.

Pecora advises that tunnel wash owners can install fewer pieces of cashmere than

they would with cloth. "Some owners go overboard and use too much cashmere, which soaks up water and can become quite heavy," says Pecora. "Cashmere typically still cleans better than twice as many pieces of cloth."

When it comes to durability, operators want their material to last a long time. However, it is important to strike a balance between getting your money's worth and jeopardizing the finish on customers' cars.

Some tunnel wash operators want the toughest cloths possible, so they do not have to order new ones for a long time. However, tough cloth does not clean as well as soft cloth, since it does not reach into tight spaces and is harsher on vehicle surfaces.

Pecora notes that the slit size on cloth hangdowns also makes a difference in performance.

"On hangdowns, the wider slits last longer, but don't clean as well as the thinner slits, which reach into nooks and crannies better," he says. "So, it's a good idea to go with thinner slits, if you can. But rather than hold onto materials until they become ragged or no longer clean well, it is best to periodically change them out."

#### Rotating Foam Brushes

When it comes to getting the most out of rotating foam brushes in the tunnel wash, a switch to a new category of high-quality gentle foam from Erie Brush can often yield better results. Even within this category, the foam utilized is not all equal – some options are denser and are consequently more durable.

The softer foam is also so quiet that customers riding along inside their vehicles essentially cannot hear it, so they know the wash is gentle on their vehicles.

"When engineered properly and used with enough soap and water, fans of gentle foam feel that it has the softest touch, that it cleans and polishes for a better shine, and that it outlasts other >>

materials,” explains Pecora.

According to Pecora, the highest quality foam offers a range of softness, density, and thickness to optimize its use in tunnel washes. “For instance, softer, thinner foam spun at lower RPMs is better for the sides. For rocker panels, the foam can be stiffer and thicker to prevent going inside pickup truck wheel wells, which can beat up thinner foams.”

According to Pecora, slightly thicker foam also works well in horizontal shaft top brushes, reaching into the nooks and crannies at the bottom and top of the windshield, where trim goes around.

#### When and How to Replace

Dennis O’Connell is president of Hoffman Services, a company that builds and remodels carwashes in the greater Chicago, Ill. area.

“In our business, the majority of what we sell or replace in tunnel washes is cloth. However, we have customers who use foam at the door handle and above, and cloth below where it is a little harder to clean,” says O’Connell.

According to O’Connell, to maximize cleaning efficiency as well as ROI, tunnel wash operators often want to know when the best time is to replace their cloth hangdown curtains and rotating brush cores.

“We have some rules of thumb about how often the cloth and core need to be replaced. It has more to do with how many cars you have washed, rather than how old it is,” he says. “But you can look at the cloth and usually tell when it is time to change it. If everything is in good shape but some cloth pieces have ripped off, you can buy some replacement cloth and use it as needed.”

When it comes to a tunnel wash remodel, he says, “Often, the first thing that gets replaced in a remodel is the cloth and core because it is very noticeable. Changing out the cloth is one of the easiest ways to spruce up the look of your carwash.”

To minimize the time, labor, and cost of changing out cloth and core, O’Connell offers some pointers.

“When ordering replacement brushes, order the brush, cloth and core, and install it all at the same time because it is easier. If you are replacing the cloth, your core is probably aged too. If you replace the core later, you will have to take the cloth off strand by strand, replace the core, and then put the cloth back on.”

In cases where the tunnel wash operator is replacing cloth and core with a different brand than the OEM, O’Connell

has some advice.

“Sometimes these are very old units, so you need a brush manufacturer who really knows the product, the equipment, and how it fits, who makes it simple to order and is willing to help,” he says. In this regard, O’Connell says that Hoffman Services often works with Erie Brush.

While operators of conveyor washes have many options available to them today, the use of cloth and foam are the most popular in the market for good reason.

In the end, when looking to get the most out of their operation using cloth

or foam, consulting with experts and following a few simple strategies can go a long way toward enhancing the wash, keeping customers happy, and increasing profits.

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*Del Williams is a technical writer based in Torrance, California.*

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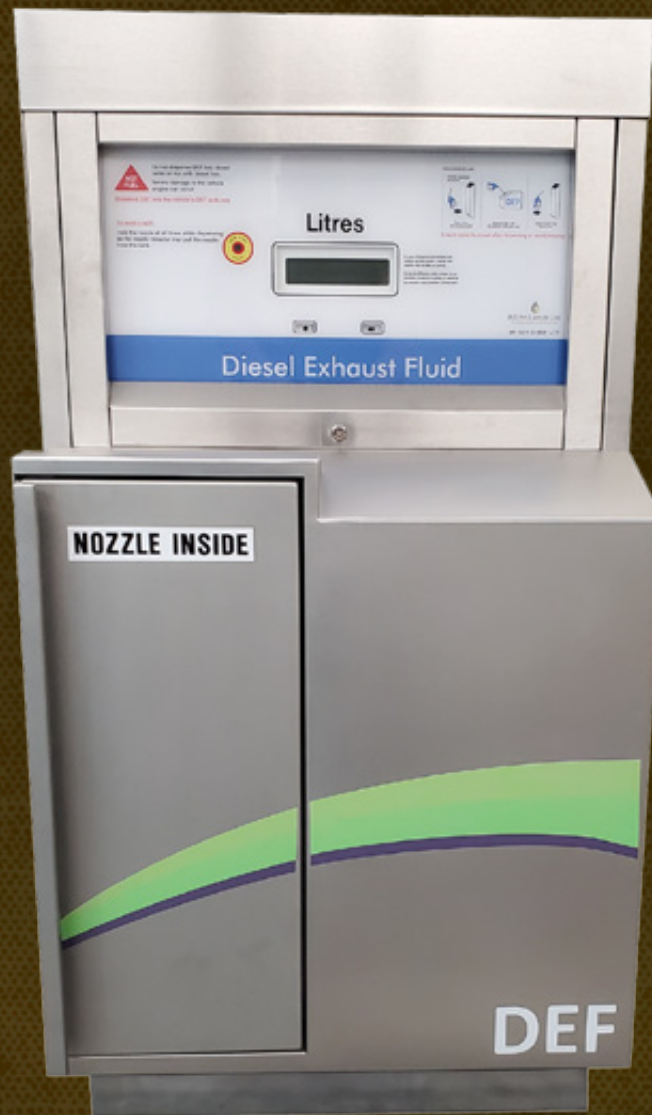


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By Danny Seals and Joseph Leonard

# Diesel Vehicle Design Standardization Updates Create New Opportunities for Fuel Retailers

*Updates to diesel truck design could create new strategic opportunities for stations offering diesel fuel.*

Vehicle manufacturers are now standardizing the location of diesel exhaust fuel (DEF) fill necks, the spout where a driver inserts the nozzle to refill a DEF tank. Before, DEF tanks could be located anywhere on the vehicle. Some DEF fill necks were placed inconveniently under the hood of the truck.

It may sound like a small design change, but it opens an exciting new method to draw in more diesel customers and create a new level of loyalty on side and back courts.

## What the DEF?

DEF is a requirement for medium and heavy-duty vehicles with diesel engines produced after 2010. These vehicles are programmed to inject the DEF into the exhaust stream to meet emissions requirements. The DEF helps convert NOx fumes into harmless nitrogen and water. If the vehicle is allowed to run out of DEF, engine performance will be reduced, and lower speeds are imposed.

DEF can be purchased in several ways. There are varying sizes of containers or jugs that a driver can purchase. This requires the driver to transfer the DEF into the vehicle manually. DEF can also be dispensed into the vehicle through a fueling dispenser.

So, why does the location of the DEF tank on a vehicle matter to fuel retailers? Because it allows you to provide even more convenience and create loyalty with your diesel customer base.

Carrying a jug of DEF around inside the vehicle is not an ideal consumer experience. But what if they could simply get fuel and DEF directly from the same dispenser without moving the vehicle? Now that the DEF and diesel tanks are next to each other on the vehicle, it makes perfect sense for retailers to offer DEF and diesel fuel from the same fueling position - creating a one-stop-shop experience.



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### DEFinite Advantage

DEF is a great product for all c-stores to offer as there is a large population of diesel vehicles on the road. Retailers that sell diesel at their fueling locations can use the volume sold as an indicator for whether DEF dispensers would be a smart play.

If your site has side or back courts, DEF dispensers can be a game changer as they provide greater margins for DEF purchased in bulk. Locations selling large amounts of diesel on the forecourt should consider a DEF dispenser solution as well.

### Going Underground

All things considered, a fixed tank is the most efficient storage method for diesel exhaust fluid, but there are other solid reasons to go underground with DEF. Installing DEF underground storage tanks incur a one-time cost, but they also unlock wholesale prices which ultimately offsets initial costs as the demand for DEF rises. And yes, demand is rising. The percentage of DEF pumps in the overall automotive DEF supply mode increased from 14 per cent in 2011 to 40 per cent in 2019, according to market research firm Reportlinker. This is due to more stringent environmental regulations and the manufacturing of new DEF-compatible vehicles that are replacing the old ones.

Keeping DEF underground allows retailers to better manage supply and be more strategic with DEF buying habits. Business owners can also have the confidence that they will not run out of

DEF because these tanks can be monitored with an automatic tank gauge like Veeder-Root's TLS-450PLUS.

### DEF Quality

Diesel exhaust fluid is highly sensitive to temperature, light, and moisture – and it freezes. For those reasons, the best way to ensure DEF purity is to store it underground away from changing environments.

Under the right conditions, DEF can have a shelf life of up to two years. When locations sell DEF in jugs or from outdoor pallets, they are not ensuring that their customers get quality DEF product. Locations that experience extreme temperatures are highly recommended to use underground tanks to store DEF.

### What Retailers Need – Above Ground Equipment

Dispensing diesel exhaust fluid requires some special equipment. Retailers will need heated DEF cabinets to keep the fluid from freezing, as this fluid is highly sensitive. For retailers with Gilbarco's Encore 700 S fuel dispensers or Ultra Hi-Flow dispensers, the cabinet can be simply added to either side of the existing dispenser.

### What Retailers Need – Below Ground Equipment

Underground, you'll need a DEF storage tank, an automatic tank gauge, and a CoreDEF Submersible Turbine Pump which pressurizes the DEF hydraulic system to feed the fluid to the dispensers. A Mag Probe is suggested to measure


DEF volume and allow communication with the automatic tank gauge. Because DEF has corrosive elements, an ISO chem kit is also suggested to protect equipment.

For sites with temperature concerns that also expect low DEF demand, DEF recirculation can be used to protect the product. To do that, the TLS-450PLUS constantly monitors fluid temperature. If DEF line temperature drops below the set threshold, the TLS will activate the CoreDEF STP and circulate the cold product from the lines back into the UST to prevent freezing. The system then resupplies the line with warmer product from underground.

### The Bottom Line

From convenience, to loyalty, to quality, there are many reasons why fuel retailers should offer DEF and store it underground. When drivers know they can consistently rely on a location for quality and convenient diesel exhaust fluid, they become return customers, rather than one-and-done guests.

Danny Seals is the product marketing manager of forecourt solutions for Gilbarco Veeder-Root. Danny has devoted the last 15 years to helping build products that millions rely on to keep the world moving.

Joseph Leonard is the channel manager for Veeder-Root. Joseph is focused on delivering best-in-class fuel management and monitoring solutions for the petroleum industry. 



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The first two **Women in Carwash** conferences recognized and celebrated this exciting development to the delight of our guests who found it very valuable, informative, ground-breaking, and surprisingly intimate. After two virtual conferences we can now look forward to connecting again in person.

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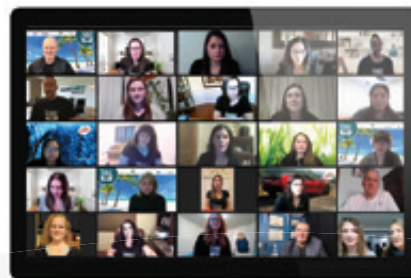
For more information and to register please contact:

**Andrew Klukas** phone: 1.778.772.3057

email: andrew@womenincarwash.com

**Brenda Jane Johnstone** phone: 1.204.489.4215

email: bjj@womenincarwash.com



## What some of our June conference attendees had to say!

The *Women in Carwash* conference is a great way to connect with other ladies in the industry and gain some valuable information at the same time.

Thanks Brenda, Andrew and Cody for a great conference. The speakers were really good, and I found speaking with other attendees was helpful to my role. I like talking and listening to others who work in the industry, I gain some useful tips and ideas.

**K. Moroz** Main St Gas Bar Manager

Just finished an awesome virtual leadership conference called *Women in Carwash*. This conference had a great speaker line up over 3 days! I feel like I got a lot of very valuable and informative information. It was also great how they structured the breakout rooms to enable smaller conversation and networking!

If you are in the industry, you should keep an eye out for the next conference...hopefully in person.

**Margaret Horsfield** President, CEO J.E. Adams Industries

I enjoy being a part of *Women in Carwash* for multiple reasons. As women in the car wash industry, we are a minority in a male dominated industry—but we are on the rise! It's important to have such a wonderful network of leaders and car wash professionals such as the *Women In Carwash* to support each other. I thoroughly enjoyed this year's virtual *Women in Carwash* conference—it had many wonderful guest speakers, authors, and gave every participant a chance to share their stories, learn and grow from each other. Thank you, Brenda Johnstone for putting together such a fabulous group of industry professionals—I look forward to supporting WIC and watching their presence grow.

**Melissa Pirkey** Vice President Car Wash  
Division Assured Partners Insurance





# Achieving Canadian Environmental Regulatory Compliance with Automated Wastewater Treatment for Carwashes and Service Stations

By Del Williams

*Automated wastewater treatment systems help motor vehicle service stations and carwashes remain in compliance, while significantly reducing the cost of treatment, labour and disposal*

**Carwashes, automotive service stations, auto body shops, and truck stops** are regulated by the *Canadian Environmental Protection Act Registry* at the national, regional, and local level. The *Environmental Protection Act* is the primary pollution control legislation and can be used interchangeably with the *Water Resources Act*. The legislation prohibits discharge of any contaminants into the environment that cause or are likely to cause adverse effects

During normal car and truck washing cycles, vehicle repair and maintenance, fluids such as chemicals from cleansers and soaps, hot wax, engine oil, transmission fluid, power steering fluid, brake fluid, antifreeze, solvents, degreasers and other dirt, grime and particles drain into floor drains or sinks in service areas. Disposal of these fluids through a motor vehicle waste disposal well may contaminate ground water, so the *Canadian Environmental Protection Act Registry* regulates these wells to



prevent ground water contamination in certain areas.

For any station that washes and services motor vehicles, this means installing a wastewater treatment system that effectively separates the contaminants from the water so it can be legally discharged into motor vehicle waste disposal wells.

However, traditional wastewater treatment systems can be complex, often requiring multiple steps, a variety of chemicals and a considerable amount of labour. Even when the process is supposedly automated, too often technicians must still monitor the equipment in person. This usually requires oversight of mixing and separation, adding of chemicals, and other tasks required to keep the process moving. Even then, the water produced can still fall below mandated requirements.

Although paying to have motor vehicle wastewater hauled away is also an option, it is extraordinarily expensive. In contrast, it is much more cost effective to treat the wastewater at its source, so treated effluent can go into a motor vehicle waste disposal well. As an alternative, if necessary, with sufficient treatment and accommodation, it could also potentially go into a sewer; and if

treated sludge passes a TCLP (Toxicity Characteristics Leaching Procedure) test it could be disposed of as non-hazardous waste in a local landfill.

Fortunately, complying with Canadian wastewater regulation has become much easier with more fully automated, wastewater treatment systems. Such systems not only reliably meet regulatory wastewater requirements, but also significantly reduce the cost of treatment, labor and disposal when the proper Cleartreat separating agents are also used.

#### **Cost-Effective, Automated Wastewater Treatment**

In contrast to labor-intensive multiple step processes, automated wastewater treatment can help to streamline production, usually with a one-step process, while lowering costs at motor vehicle service facilities.

An automated wastewater treatment system can eliminate the need to monitor equipment in person while complying with Canadian mandated requirements. Such automated systems separate suspended solids, emulsified oil and heavy metals, and encapsulate the contaminants, producing an easily dewaterable sludge in minutes, according to

motor vehicle service consultants at Sabo Industrial Corp., a global manufacturer, distributor and integrator of industrial waste treatment equipment and solutions, including batch and fully automated systems, Cleartreat separating agents, bag filters, and accessories.





The water is typically then separated using a de-watering table or bag filters before it is discharged into motor vehicle waste disposal wells, or potentially sewer systems. Other options for de-watering include using a filter press or rotary drum vacuum. The resulting solids are non-leachable and are considered non-hazardous, so will pass all required testing.

These systems are available as manual batch processors, semi-automatic, automatic and can be designed to provide a legally dischargeable effluent suitable for the sewer system. A new, fully customized system is not always required. In many cases, it can be faster and more cost effective to add to or modify a facility's current wastewater treatment systems when this is feasible.

However, because every wastewater stream is unique to its industry and application, each wastewater treatment solution must be suited to or specifically tailored to the application. >>

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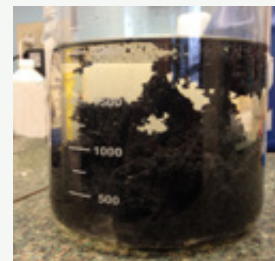


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Complying with EPA and local wastewater regulation has become much easier with fully automated, wastewater treatment systems.



Effective separating agents which agglomerate with the solids in the wastewater so the solids can be safely and effectively separated out are essential.



Automated systems not only reliably meet regulatory wastewater requirements, but also significantly reduce the cost of treatment, labour and disposal.



In contrast to labour-intensive multiple step processes, automated wastewater treatment can help to streamline production, usually with a one-step process.



An automated wastewater treatment system can eliminate the need to monitor equipment in person while complying with EPA and locally mandated requirements.

The first step in evaluating the potential cost savings and effectiveness of a new system is to sample the wastewater to determine its chemical make-up followed by a full review of Canadian water authority requirements, say motor vehicle service consultants at Sabo Industrial.

The volume of wastewater that will be treated is also analyzed, to determine if a batch unit or flow-through system is required. Other considerations include the size restrictions, so the system fits within the facility's available footprint.

### Separating Agents

Despite all the advances in automating wastewater treatment equipment any such system requires effective separating agents which agglomerate with the solids in the wastewater so the solids can be safely and effectively separated out.

Because of the importance of separating agents for wastewater treatment, Sabo Industrial uses a special type of bentonite clay in a line of wastewater treatment chemicals called Cleartreat. This line of wastewater treatment chemicals is formulated to break oil and water emulsion, provide heavy metals removal,

and promote flocculation, agglomeration and suspended solids removal.

Bentonite has a large specific surface area with a net negative charge that makes it a particularly effective adsorbent and ion exchange for wastewater treatment applications to remove heavy metals, organic pollutants, nutrients, etc. As such, bentonite is essential to effectively encapsulate the materials. This can usually be achieved in one-step treatment, which lowers process and disposal costs.


In contrast, polymer-based products do not encapsulate the toxins, so systems that use that type of separating agent are more prone to having waste products leach back out over time or upon further agitation.

In the case of a large motor vehicle dealer with six locations, an EconoFlow wastewater treatment system using a bentonite based Cleartreat formulation was required for wastewater created by vehicle washdowns. The wastewater contained oil, grease, suspended solids, heavy metals, and cleaning agents.

For the application, Sabo Industrial supplied an EconoFlow 10-gallon per minute unit, which included a 24-bag filter tank, a single stage bag filter housing,

final polishing vessels, and an 850-gallon storage tank for water reuse. The system also has human machine interface (HMI) capabilities that allow remote monitoring and adjustment of the equipment as needed. The system provides reliable, one-step wastewater treatment, and legally dischargeable or reusable effluent.

Today's automated systems along with the most effective Cleartreat separating agents can provide carwashes and service shops with an easy, cost-effective alternative so they remain compliant with the Canadian ordinances. Although there is a cost to these systems, they do not require much attention and can easily be more economical than paying fines or hauling.

For more information, call wastewater consultants at Sabo Industrial (011) 1-845-562-5751, email [info@saboindustrial.com](mailto:info@saboindustrial.com), or visit <http://saboindustrial.com>. 

*Del Williams is a technical writer based in Torrance, California. He writes about business, technology, health and educational issues and has an M.A. in English from C.S.U. Dominguez Hills.*





# Insurance For Carwash Businesses



By Melissa Pirkey

**The global carwash service market size was** estimated at USD 34.19 billion in 2019 and reached USD 35.34 billion in 2020 and is only continuing to grow. The global carwash service market is expected to grow at a compound annual growth rate of 3.2 per cent from 2019 to 2025 to reach USD 41.0 billion by 2025.

That being said, it is important if you're a carwash owner today in this market to ensure that you have the proper coverages in place on carwash businesses to protect your equipment, building, employees and customers to keep you profitable and growing. The cost of a new carwash to be built from the ground up can range anywhere from \$2.5 – 4.5 million. With statistics reflecting that two-thirds of new businesses close their doors within the first two years and only 50 per cent of the rest survive the first five years, the prospect of becoming a small business owner may sound unappealing. In addition, there are a myriad of expenses to consider, not the least of which is what type of insurance is needed to get started.

The purpose of insurance is to transfer a risk that is too great to pay from cash reserves (building fire, theft, lawsuit, injured employee, etc.) in exchange for a predetermined premium. For example, after building a new wash, it may be safe to assume that you and your investors may not have sufficient capital readily available to rebuild that wash in the event of a disaster. So, an investor purchases an insurance policy whereby you transfer the financial risk of loss in exchange for a premium paid for a select period of time. This is where having an agent/agency who specializes in carwash insurance is extremely important as no two carwash locations are alike. There are many small variances and nuances in each location, resulting in different coverage needs.

Commercial insurance is one way of ensuring that you're in control of your future rather than being controlled by it. Commercial insurance for your carwash operations can provide protection against common risks if you carry the right types of business insurance for your specific and unique operations.

Unfortunately, insuring your carwash or auto detailer operations is not as simple as insuring your car or home. Because carwash and auto detailer operations are all so unique, it is important to design a package of insurance that meets your >>

business needs and provides the level of risk transfer that you're comfortable with and can afford. The more risk you transfer to the insurance carrier, the higher your premiums will be. For example: A lower deductible puts the insurance company at more risk and thus would generate a higher premium.

As you start out your carwash operation, know that there are several types of business insurance that all operations need.

**Who Needs Builder's Risk Coverage?** Any person or company with a financial interest in the construction project needs builder's risk insurance. Some common people you may want to include on your policy as insureds include the:

- Property owner
- General contractor
- Subcontractors
- Lender

#### **What Types of Property Does Builder's Risk Insurance Cover?**

A basic builder's risk insurance policy helps cover buildings and structures under construction. It also helps protect:

- Materials
- Supplies
- Equipment on site, in transit or at other locations

**Property Insurance:** Property insurance protects the assets your business owns, including the building and equipment, from vandalism, fire, destruction or damage.

**Building/Structure:** All structures should be accounted for and valued for what it would cost to replace. This would include wash buildings, vacuum bays, payment kiosks and storage buildings.

**Business Personal Property:** Also known as "contents insurance," this protects your business inventory and equipment. Think of it this way: If you turned your operation upside down and shook it, most everything that fell out would be considered business personal property.

To determine how much property or contents insurance you'll need, create an itemized list of your business assets and their individual dollar values. Remember, at the time of loss, you will be required to provide a detailed inventory of all items lost/damaged. The total dollar amount of insurance required will be listed as your limit of insurance.

#### **General Liability Insurance**

General liability insurance protects your business from liability lawsuits arising from negligence that may cause injury to others, such as a customer. It also protects your company if someone is injured because of using your product or service or while on your premises.

In addition to general liability coverage, if your wash takes "care, custody or control" of your customer's vehicle, you will also need to obtain garage keepers liability coverage. This coverage provides liability protection while you have "care, custody or control" of your customer's vehicle and provides coverage for physical damage to the vehicle.

Here are several examples of how your wash may take care, custody, or control of a customer's vehicle:

The customer exits the vehicle and waits within a designated area until the wash is completed (your wash would be assuming temporary custody of the vehicle.) From the moment the customer exits the vehicle and until he or she gets back into the vehicle, the garage keepers liability form would be providing liability as well as physical damage protection for the customer's vehicle.

The customer pulls into your tunnel and is told to take his

or her hands off the wheel and put the vehicle in neutral (your wash would be assuming control of the vehicle). From the moment the customer relinquishes control of the vehicle and until he or she shifts back into drive and resumes control, the garage keepers liability form would be providing liability and physical damage protection for that vehicle.

#### **Workers' Compensation**

Workers' compensation protects your business and employees by providing wage replacement and medical benefits to employees injured in the course of employment in exchange for mandatory relinquishment of the employee's right to sue your business for the tort of negligence.

Every state has very specific requirements regarding whether an operation is required to carry coverage. For example, in the state of Missouri, you are required to carry workers' compensation insurance if you have five or more employees.

Even if your state does not require that you carry coverage if an employee is injured on the job, you would most likely be held liable for their lost wages and medical benefits. For the relatively low cost of this coverage, it is recommended to obtain coverage even if not mandated by your state.

#### **Business Interruption Insurance**

Business interruption insurance helps protect your wash against the income that is lost due to a covered property loss while it is shut down for repairs. Covered losses may include theft, fire, wind, ice, falling objects and lightning. Read your policy to make sure you know which types of loss your policy may cover.

Let us say a fire damages your wash. The fire leaves the building unfit to do business in, and it destroys most of your equipment. Business interruption coverage may help reimburse you in two ways:

- For the loss of income during the period, your wash is shut down for repairs. Your pre-loss earnings are the basis for reimbursement under business interruption coverage. Lost earnings are typically defined as revenues minus ongoing expenses.
- For extra expenses, if it is necessary to expedite the manufacturing of replacement equipment or special shipping arrangements must be made. This coverage may help pay any additional expenses incurred.

**Employee Benefits:** Your people are the crucial system underpinning your organization's ability to grow and thrive. So how crucial are employee benefits to achieving your company's goals & objectives? They are extremely important.

#### **What are Employee Benefits?**

We often get asked – what are employee benefits? Employee benefits, also known as perks or fringe benefits, are provided to employees over and above salaries and wages. These employee benefit packages may include overtime, medical insurance, vacation, profit sharing and retirement benefits, to name just a few.

**Choosing an Agent:** Equal to the importance of choosing the correct coverage is the task of choosing the correct insurance agent. Thanks to the many advances in technology, it is no longer inevitable that you choose the agent that is located closest to your wash.


When you start your search for an agent, you'll have a couple of different types to choose from. You can pick an independent



agent or a captive (sometimes called direct) agent. An independent agent will have contracts with many different insurance companies. A captive agent writes exclusively with one company. It is generally to your advantage for your agent to be able to solicit coverage for your operations from multiple sources. At Assured Partners, we are the sixth-largest property and casualty independent broker firm in the U.S. with access to multiple markets, and an entire agency and staff trained and educated on the specifics of carwash operations to assemble a robust policy with coverage offerings to fit your unique business needs.

Our team of specialists manage the national carwash program, which offers significant savings on the cost of insurance for our carwash industry clients. We partner with industry specialists, carwash associations, and educate carwash owners about the basics of carwash insurance on a national level.


The extra time it takes to locate an agent who is well-versed in the carwash industry and has obtained additional training designations, will help ensure that your operation has the exact coverage needed to protect not only your customers and employees, but also your investment and financial obligations.

Melissa Pirkey is the vice president of carwash vertical at Assured Partners, located out of the Dallas, TX office. Since Melissa first entered the insurance industry, she wanted to make a difference and not only help clients get the best coverage for their money but also change the carwash and auto detailer/auto dealer insurance industry for the better. Melissa resonates with carwash businesses in general as she comes from a family of carwash owners and auto dealer owners. 

*Melissa saw firsthand the struggles carwash owners and auto dealers experienced on a day-to-day basis in relation to management, claims, insurance, and more. Melissa has years of experience in the insurance industry and has invested her time in completing Sonny's Car Wash College courses to add value to her insurance clients in the way of risk mitigation, equipment safety, equipment valuations and site management. Melissa is responsible for creating and implementing a very successful National Car Wash Insurance Program for reduced rates and better coverage for clients. Melissa can be reached at 214-998-8960 or [melissa.pirkey@assuredpartners.com](mailto:melissa.pirkey@assuredpartners.com)*



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Markdale, ON – Chapman's Ice Cream is the lead sponsor for Food Allergy Canada's Back-to-School Campaign. This year's campaign, which ran through the month of August, helps Canadians living with food allergies and their families prepare strategies for going back to school and transitioning into self-management.

Food Allergy Canada is a national non-profit charity and the country's leading patient organization committed to educating, supporting, and advocating for the more than three million Canadians impacted by food allergies. They focus on improving daily quality of life by providing education and the support needed to effectively navigate this medical condition, building informed and supportive communities, and acting as the national voice on key patient issues.

This year's Back-to-School Campaign featured a webinar for parents on August 24 with leading UK psychologist Dr. Rebecca Knibb, a webinar for youth on August 12, and Instagram live sessions throughout August. These webinars and sessions were held to help youth build skills for navigating food allergy on their own, while also helping their parents with resources on how to support youth throughout this process.

Allergy-friendly products are something that have continued to be important to Chapman's Ice Cream for over 20 years. Chapman's was first inspired by a little boy with a peanut allergy who wanted to have ice cream at his birthday party. Chapman's was the first in Canada to produce ice cream and frozen treats that are guaranteed peanut and nut free.

"We decided that every Canadian should be able to celebrate with a worry-free scoop," said Chapman's President Penny Chapman. "Our team got to work and developed ice cream that could be enjoyed safely. That commitment continues today with our variety of peanut free, nut free, and gluten free products."

Chapman's commitment to allergen safety has been previously recognized by Food Allergy Canada.

"We're always working hard to meet the changing needs of Canadian consumers," says Chapman. "When it comes to developing delicious and safe nut free ice cream and frozen treats, we're proud to be an industry leader."

Chapman's Ice Cream is Canada's largest independent ice cream maker, based out of Markdale, Ontario. Established in 1973, Chapman's currently delivers over 180 of its products to all provinces and territories across Canada.

For more information on this year's campaign events, please visit [www.foodallergycanada.ca/backtoschool2021](http://www.foodallergycanada.ca/backtoschool2021)

## Tech:niche.

### Dover Fueling Solutions Announces Reseller Agreement with Techniche

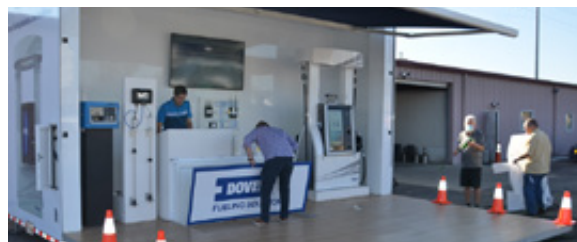
AUSTIN, TEXAS – Dover Fueling Solutions, a part of Dover Corporation and a leading global provider of advanced customer-focused technologies, services and solutions in the fuel and convenience retail industries, is pleased to announce a reseller agreement with Techniche, under which DFS can market, sell and distribute Techniche asset maintenance management and compliance software solutions to customers worldwide.

Techniche's solutions can be used in combination with the recently launched DFS DX Connected Solutions Platform – the industry's first open, global and common cloud platform that harnesses advanced analytics and IoT to deliver five core innovative solutions focused on customer experience and site efficiency – or as a standalone SaaS option to further enable a digital transformation for intelligent fueling and retail. Trusted by a growing number of global retailers – including BP, Shell, Q8, Parkland and Ampol – Techniche is used in over 40,000 locations across 29 countries.

Techniche has been at the forefront of managing business-critical assets for fuel retailers for more than 20 years. Techniche's cloud-based computerized maintenance management system (CMMS) software was developed specifically for the fuel and convenience retail industry to increase the efficiency of maintenance operations and ensure optimal asset uptime. This helps reduce environmental risk and costs while providing a greater return on investment for all fuel, retail and forecourt assets.

"Techniche software provides insight into compliance, equipment and operational needs and is a great complement to DFS DX," said DFS President David Crouse. "We are excited to be able to offer additional solutions to improve asset optimization and productivity, while helping customers future-proof their businesses with cutting-edge technology."

"We are delighted to partner with Dover Fueling Solutions as a DFS DX ecosystem partner," said Karl Jacoby, Techniche chairman and CEO. "DFS customers will join a worldwide community of fuel and convenience retailers that already rely on Techniche software to address their compliance and asset maintenance challenges. We look forward to working closely with the team at DFS to ensure a long and successful partnership."



### Dover Fueling Solutions Launches Cutting-Edge Technology Roadshow

AUSTIN, TEXAS – Dover Fueling Solutions (DFS), a part of Dover Corporation and a leading global provider of advanced customer-focused technologies, services and solutions in the fuel and convenience retail industries, recently announced the launch of an unprecedented, cutting-edge technology roadshow.

The technology roadshow is an immersive experience exploring ways convenience store retailer can transform the way they do business by utilizing next generation technology.

With interactive product demos, you can discover the power and possibilities of the DFS DX

connected solutions platform, Anthem UX user experience platform, and more. By bringing the technology directly to customers and the community, DFS is eliminating the distance separating customers from seeing first-hand the innovative technology they can leverage at their stores.

For more information on the technology roadshow, visit: [www.doverfuelingsolutions.com/roadshow](http://www.doverfuelingsolutions.com/roadshow)





## Parents magazine names Wonderful Pistachios no shells sea salt & vinegar "best nuts" in its food awards 2021

LOS ANGELES – Wonderful Pistachios is thrilled to announce its No Shells Sea Salt & Vinegar flavor was named "Best Nuts" in the pantry category by PARENTS' Food Awards 2021. The food awards highlight the best family-friendly snacks that launched this year.

Wonderful Pistachios No Shells Sea Salt & Vinegar is a tart and tangy snack with an ideal balance of sour and savory. Additionally, with six grams of plant protein per serving, pistachios are a top choice for protein among other popular snack nuts. With a satisfying crunch and rich flavor, pistachios are a smart snack you can feel good about eating.

In determining the winners, PARENTS editors tested over 200 new snacks with a panel of 75 kids, from toddlers to young teens. The PARENTS' Food Awards 2021 winners are comprised of 25 products, all of which contain nutrients, are low in added sugars, and don't contain artificial sweeteners or synthetic dyes.

"We are honored to be named Best Nuts by PARENTS Magazine. This accolade showcases the consumer demand to feed your family healthy and nourishing snacks," said Adam Cooper, senior vice president of marketing, The Wonderful Company. "It's a testament to the dedication and determination of everyone at Wonderful Pistachios to make delicious and nutritious foods that all can enjoy."

This latest recognition adds to the growing list of accolades for Wonderful Pistachios No Shells flavors, which include a Good Housekeeping 2021 Healthy Snack Award for No Shells Sea Salt & Vinegar, Delicious Living's annual Best Bite Award for No Shells Sea Salt & Vinegar, a Men's Health Snack Award for No Shells Chili Roasted, a Health magazine Snack Award for No Shells Chili Roasted, and a 2020 SnackNation Insights Award for "Best Nut or Trail Mix" for No Shells Honey Roasted, among others.

Since launching No Shells Sea Salt & Vinegar earlier this year, Wonderful Pistachios has continued to see record growth, further solidifying consumer demand for healthy and high-quality snacks. Wonderful Pistachios No Shells are available at retailers nationwide and online, allowing consumers the accessibility to make healthy choices every day.

PARENTS' Food Awards 2021 are featured in the September issue of PARENTS and on Parents.com/BestSnacks. Part two of the PARENTS' Food Awards 2021 will be featured in the October issue.

For more information, visit [WonderfulPistachios.com](http://WonderfulPistachios.com), or follow Wonderful Pistachios on Facebook, Instagram, and Twitter.

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## WorkJam Unveils the Next Generation of its Frontline Digital Workplace: WorkJam Everywhere

Employers can now attach WorkJam's frontline capabilities to other platforms, bringing workforce orchestration to where the users are.

MONTREAL/PRNewswire/—WorkJam, a leading digital workplace for organizations with frontline employees, recently announced the next evolution of its frontline digital workplace platform with the release of WorkJam Everywhere. With WorkJam Everywhere, businesses now have the benefit of both flexibility and choice of where and in which systems they would like to deliver WorkJam's functionality to end users—including varying delivery methods from region to region, business unit to business unit, and role to role. The evolution provides IT with delivery options, while human resources, operations, training, and Internal communications leaders benefit from the breakthrough productivity and retention rates made possible with frontline workforce orchestration.

WorkJam Everywhere takes WorkJam's enterprise-class, proven capabilities in task management, employee self-service, open-shift marketplace, learning, and operational excellence and modularizes them to be pluggable into a variety of employee facing technologies and devices. Supported by an API and microservice-driven architecture, WorkJam Everywhere builds on the already existing functionality of the WorkJam application. All WorkJam Everywhere modules can function independently but remain fully interoperable with each other as the business need grows. Front end functionality is powered with a common back end administration system, enabling HR, OPS, and IT to clearly define operational roles, tracks, and abilities.

"This evolution of WorkJam offers flexibility to the market as businesses work to fully orchestrate their frontline workforces. No matter the frontline or systems of work chosen by IT, WorkJam

functionality can be delivered through it to create better outcomes," said Steven Kramer, WorkJam president and CEO. "With WorkJam Everywhere, businesses are now able to focus and execute on the things that matter most to the business: innovation, collaboration, and customer or patient experiences. Organizations can now grow fearlessly without limits and offer an agile employee experience based on deep, real-time insights and actions."

As part of the launch, WorkJam Everywhere is now available on Microsoft Teams and can be found on the Teams app store. This integration enables customers to access the frontline worker orchestration capabilities of WorkJam directly in the Microsoft Teams experience. This provides customers a powerful combination to empower their frontline workers and to scale deployments securely, within industry leading platforms across their organization. In addition to the modules, WorkJam has developed a set of Azure deployment services to aid with deploying to the frontline at scale—keeping all systems in sync and adjusting to the constant employee churn.

"With over 145 million daily active users, Teams has become the digital platform for work and learning, available on all types of devices. Partners like WorkJam are leveraging the Teams platform extensibility to deliver solutions that help our customers collaborate more effectively across their teams and employees," said Kirk Koenigsbauer, COO, Microsoft experiences and devices division.

The initial release of WorkJam Everywhere allows for platform agnostic integration as well as apps available today on the Teams app store with more partners to be announced later this year. To learn more about WorkJam Everywhere and the full set of WorkJam products, visit [www.workjam.com](http://www.workjam.com).

## AD INDEX

AIR-Serv .....	59	Modern Wash .....	14
Bulloch Technologies Inc. ....	13	Mondo Products .....	IFC
Cardtronics .....	55	Mondoux Confectionery .....	23
Charley Biggs .....	27	National Energy Equipment Inc. ....	6
Complete Distribution Services Ltd. ....	IBC	OPW Retail Fueling .....	32
Con-Serv Manufacturing .....	48	P.D. McLaren Ltd. ....	49
Distribution Regitan .....	37	Parkland Fuel Corp .....	OBC
Erie Brush & Mfg Corp .....	46	Proto-Vest .....	35
HQ Fine Foods .....	10	Quality Fast Foods .....	10
Husky Corp. ....	18	Scholtens Inc. ....	22
Istobal .....	25	Transchem Group .....	51
Juul .....	40	Waleco .....	26
Keller Equipment .....	28	Washworld Inc. ....	21
Kleen-Rite .....	16	Women in Carwash™ .....	53
MI Petro .....	32	XpresSystems .....	42

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