

Convenience & Carwash *Canada*

NOVEMBER/DECEMBER 2021

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<p>January 17–19, 2022 5th Women in Carwash™ conference Fort Lauderdale, Florida www.womenincarwash.com bjj@womenincarwash.com andrew@womenincarwash.com 204-489-4215</p> <p>February 22–24, 2022 WPMAEXPO Las Vegas, Nevada 801-263-9762 www.wpma.com</p>	<p>May 9–11, 2022 Int'l Carwash Show Nashville, TN www.carwash.org</p> <p>May 10th–11th, 2022. Atlantic Convenience Expo (ACE) Hind Hammoud 902-877-8132 Hind@hammoudconsulting.ca</p>	<p>June 21–23, 2022 6th Women in Carwash™ conference Marriott on the Falls, Niagara Falls, Ontario www.womenincarwash.com bjj@womenincarwash.com andrew@womenincarwash.com 204-489-4215</p>	<p>January 17–19, 2022 5th Women in Carwash™ conference Fort Lauderdale, FL www.womenincarwash.com</p> <p>Brenda Johnstone 204-489-4215 Andrew Klukas 778-772-3057</p>



Road Trip with Friends

Summer is behind us, Fall is upon us and who knows what the future will bring in our 14th year of publishing!

What a year, or was it two years? I have found myself writing 2020 on more than one occasion and I'm probably not alone thinking viscerally that time has stood still for the past two years. With winter coming soon, I took a short trip with girlfriends across the prairies, driving on secondary highways, to Moose Jaw. This is a trip worth the drive for those of you who have never driven the prairies or been to Moose Jaw.

We made a point of stopping at small towns along the way, and yes, I couldn't help myself, small community convenience stores and gas stations. We didn't get a carwash but you can be sure I was looking at those we passed.

Small town Canada may seem like a distant thought for urban dwellers but the sense of community is alive and robust across Manitoba and Saskatchewan.

I am always encouraged by the sense of pride that so many of these establishments emit. Small store clerks are friendly, helpful, and interested to know where you're from. The assortment of locally sourced products, mixed in with some national product encourages travellers to spend a bit more time perusing the wares, be it candles, jerky, confections or other. The girls and I took much longer than the proposed seven and a half-hour drive.

The Co-Op chain is more present within the smaller farming communities and these always delight me with the assortment of products. One store in particular, managed by Olivia Whitmore, located in Souris, Manitoba, was one of the nicest Co-Op stores I've had the pleasure of visiting. Three young people, Rosabelle, William and Riley, were working that day. They were friendly, smiling and helpful. The store was bright, so clean, even though the weather was wet and the leaves were blowing. The washrooms were beautiful. Many of you know that we began publishing a Washrooms Matter article once a year, well, let me tell you, this Co-Op is worth stopping at, not only for the wide selection of products, but to use the washroom. Believe me, with four women on a road trip, washrooms matter! Shout out to the Souris, Manitoba Co-Op!

This edition we want to thank Greenergy for allowing us to introduce them to readers across the country. We look forward to seeing their growth nationally.

We offer you a glimpse into Raymond, Alberta's newest carwash, Wash52, as they bring a fresh perspective to car washing, a look forward as the Canadian Carwash Association sheds light on a view to a post-COVID carwash industry world, along with a Q & A with Jimmy Muir of PizzaForno and our own Meline Beach as they discuss the new pizza kiosk format that is taking some parts of the country by storm.

So, sit down, grab a hot beverage and take some time to read the fabulous array of articles offered in this edition. Share with your staff and enjoy the read.

As always, your success is my business; thus, my open-door policy to your valuable feedback remains not only intact but stronger than ever. I invite you to email me your questions and suggestions for upcoming editorial topics to bjjohnstone@convenienceandcarwash.com or call me, 204-489-4215, anytime.

Brenda Jane Johnstone
Publisher



Ready for the Holidays

The Retail Council of Canada's annual Holiday Shopping Survey indicates that concerns have shifted since last year on all aspects of holiday shopping. This year, the top concerns are that stores will be crowded and that popular products will be overpriced.

The survey also notes that availability of some items may be tighter this year, particularly in late November and December, due to supply chain issues. November is anticipated to be the busiest shopping month for the holiday season with 36 per cent of consumers saying they plan to begin their holiday shopping in November.

The 2021 survey, conducted by Leger in October, asked over 2,500 Canadians from coast to coast about their intended behaviours around the holiday shopping season. This year, Canadians indicated they plan to return to pre-pandemic traditions, including in-person celebrations, shopping at brick-and-mortar stores, and more gift giving. Sixty-three per cent of total purchases are expected to be made in store this year and supporting local retailers will continue to be important for Canadian shoppers. Gift cards are expected to account for 16 per cent of holiday spending in 2021.

Black Friday is expected to be one of, if not the biggest, shopping days of the year as shoppers plan on taking advantage of sales. Cyber Monday and Boxing Day are also expected to be busier than they were in 2020.

According to the survey, Canadians plan to spend more for the holidays than they did last year. Products that they plan to spend the most on include clothing, food and candy or sweets, toys, and personal electronics. They are also planning on shopping from a broader mix of retailers.

As Canadian consumers are eager to get out and shop this holiday season, make sure your business is ready for them. At least one convenience store in my area started posting about Christmas on their social media platforms in early October. While some may think this is too early to stock shelves with Christmas products, keep in mind that consumers started shopping earlier this year as concerns about product availability circulated and people remember product selection issues they experienced last year.

While online shopping will remain strong, don't miss out on the interest of the Canadian consumer to go back to the in-store shopping experience this holiday season. Whether your location is where they stop to get gas, wash their vehicles, grab a quick coffee and a bite to eat or pick up some treats and gifts, remind them that you are open for business and have what they need.

Dress up your business in some festive spirit and spread some joy. Best wishes from all of us at *Convenience & Carwash Canada* for a happy, profitable and busy holiday season.

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By Meline Beach

Gaining Momentum in Canada

From a start-up in 1992 to an international supplier and distributor of transportation fuels, Greenergy provides customers with a range of fuels across the U.K., Ireland, Brazil, the Middle East, and Canada.

IN CANADA, GREENERGY SUPPLIES gasoline, diesel and other specialty products, such as higher percentage biodiesel blends, TOP TIER approved gasoline blends, marine diesel and E100 advanced biofuels.

Greenergy combines the experience of operating a retail portfolio of national and regional brands, with supply chain expertise to meet the needs of its customers. The company emphasizes its commitment to delivering supply reliability, sourcing product from multiple channels and bringing fuel supply locations closer to its customers.

In 2020, the company merged with BG Fuels, a leading Canadian gasoline and convenience retailer. This transaction allowed Greenergy to expand its capability and expertise across the whole supply chain – from fuel origination, infrastructure and supply to gas and convenience retailing. This merger

enhanced Greenergy's strategic position in Canada as part of the company's growth strategy to expand its retail footprint, providing customers with low-cost, reliable fuels and a leading convenience offer.

Outside of Canada, Greenergy is a national supplier of road fuels in the U.K. and is also Europe's largest manufacturer of waste-based biodiesel with two manufacturing plants in England and one in the Netherlands.

CONVENIENCE

With approximately 250 retail sites in Canada, Greenergy operates a portfolio of fuel brands: Mobil, Breakaway, Inver, Mr. Gas and Simply Gas. This portfolio includes company-owned, agency-operated and independent retail sites.

In 2018, a new convenience brand, Waypoint, was launched.

"Waypoint is a convenience brand





L-R Shawn Scott, Sudbury Waypoint Supplier and Local Jerky Founder, Bill Chimchak, Sudbury Waypoint Retailer.

"I think the Localicious' program is testament to the changing consumer. Buying local also appeals to environmentally-conscious consumers and helps our local economy."

Calgary Waypoint supplier, Troy Finnigan, rök Glacier Water President and CEO



developed specifically for Canada that celebrates local and regional products and strives to create unique ways to connect customers with their community in a modern and friendly environment," says Olga Pigeon, marketing and convenience retail director. "The key differentiator for our Waypoint stores is around these being local and neighbourly."

She adds, "Through Waypoint's Localicious Program, local brands have the opportunity to showcase their products, thereby supporting local businesses and the communities in which we operate. We see the dreams of many local based businesses taking off, as consumer demand for local products grows."

Local brands are benefitting from greater consumer and retailer interest and support for local products, with many having to increase production to meet demand.

"Joining Waypoint has been an amazing experience; we have enjoyed great success expanding our business beyond our hometown," says Shawn Scott, first-time entrepreneur and founder of Sudbury-based Local Jerky Plus. "Waypoint has allowed us to build loyal customers and give back to our community."

This strong "buy-local" demand also generates job opportunities in local communities as these businesses grow and bring more products to Waypoint shelves. Scott recently opened a new 1,000 sq. ft. plant to increase production capacity, which created a number of local job opportunities.

Troy Kamphuis-Finnigan, CEO and president of rök Glacier Water, another Waypoint success story, comments, "I think the Localicious' program is testament to the changing consumer. Buying local also appeals to environmentally-conscious consumers and helps our local economy."

Smartpoint is the company's latest launch in the c-store sector, as an unbranded solution for independent dealers who want to maintain control of their business but benefit from the greater purchasing power of a national chain.

Across its network, Greenergy plans to double the number of Waypoint branded convenience stores by the end of 2023.

RELIABLE PARTNER IN FUEL SUPPLY

Supplying customers from Toronto, Hamilton, Thunder Bay and Johnstown, Greenergy's operations are supported by tanker, sea and rail-fed terminals, along with storage locations in Ontario, Quebec and the U.S. mid-west. This distribution network, coupled with access to a global supply chain, allows the company to adapt to changing markets and helps sustain a growing portfolio of fuel supply locations.

Greenergy also provides the independent retail market with a choice of branded fuel offers – Inver and Breakaway.

"We offer dealers flexibility and supply reliability," says Mike Healey, Greenergy's vice-president of commercial and business development. "In such a competitive retail market, we are committed to providing our customers with reliable, low-cost, quality fuels and a responsive team to support them, especially to customers in regions that have historically been underserved."

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With approximately 250 retail sites in Canada, Greenergy operates a portfolio of fuel brands: Mobil, Breakaway, Inver, Mr. Gas and Simply Gas.

CARBON CONSCIOUS

Founded over 25 years ago, Greenergy was one of the first to supply low emission diesel that offered significant air quality benefits, creating the standards for fuels supplied today.


Sustainability is integral to how Greenergy operates. It is embedded in its history and is a key part of the company's values and culture. With a purpose to drive transport decarbonization, Greenergy supplies high percentage biodiesel blends to commercial customers with cost-effective and environmental benefits.

"One of the ways to reduce emissions of vehicles on the road today is through blending of biofuels into diesel and gasoline," says Healey. "Greenergy is already doing this, and as a company, we are continuing to invest in renewable fuels that can cut emissions in the transport sector today."

He adds, "Our business was founded to supply diesel with lower emissions

than standard diesel, while offering significant air quality benefits. As we have grown, we remain committed to reducing emissions."

Over the summer months, Greenergy piloted B20 (an average of 20 per cent biodiesel, 80 per cent diesel) at select Mr. Gas locations in Ontario, providing customers with a lower-carbon fuel that has lower emissions, is cost-effective and does not require any engine modifications.

Leveraging its experience, Greenergy is able to meet local fuel quality requirements, creating value for customers. 

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.



"One of the ways to reduce emissions of vehicles on the road today is through blending of biofuels into diesel and gasoline," says Healey. "Greenergy is already doing this."

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Made-to-Order Foodservice Choice Makes the World Go Round

By Meline Beach

CUSTOMIZATION IS A COMPETITIVE FACTOR in today's c-store foodservice programs. Younger generations, in particular, want the option to order their meal just the way they want it.

Made-to-order foodservice takes on many forms. Some programs provide a range of ingredients and let the customer build their entire dish and some offer menu options that can be tweaked. Choosing condiments to key ingredients, it seems a menu is simply a point of reference.

"Our menu is 100 per cent customizable," says Lynne Beaudry, restaurant manager of the Pointe Au Baril Shell Station. The popular c-store gas station along the Trans Canada Highway in Northern Ontario attracts both new and loyal customers. "Our made-to-order sandwiches come with a variety of choice."

In terms of bread, Beaudry offers whole wheat, seven-grain, sour dough, Kaisers, croissants, tortilla wraps, dark rye, white, and light rye – the last of which are the most popular. As the bread is made and sliced on location, customers can even choose its thickness.

In terms of cheese, Beaudry offers provolone, American (slice), cheddar, Havarti, mozzarella and Swiss, which is the most requested cheese for a made-to-order sandwich. Their well-dressed sandwiches include a sauce, such as mustard, available in regular, Dijon, honey or bold, as well as mayonnaise, hot sauce, barbecue sauce, 1000 Islands or Ranch dressing.

The 'usual' is sometimes unusual

Beaudry, who has worked in C&G foodservice for over 20 years enjoys getting to know her regular customers and offering a foodservice product that's customized to their preferences. Hearing "hey Lynne, I'll have the usual" is music to her ears. Sometimes, the 'usual' is highly unusual in terms of customization. Lynne recalls one customer in particular who

orders a sandwich with 1000 Islands dressing and Frank's Red-Hot sauce with a dash of horse radish. Another two customers frequently ask for burnt toast for their fried egg or Western sandwich.

"Burnt toast smokes up our kitchen and draws a lot of attention," says Beaudry, who has to toast the bread three times to achieve the right level of burnt. "While it's off the wall, that's for sure, but if that's what our customers want, then we'll do it."

In the spirit of customer service, Beaudry goes as far as making a requested meal that may not even be on the menu.

"If the store is not crazy busy, we'll make pancakes and French toast by request," says Beaudry. "We do our best to accommodate everybody as best we can."

Country Style and MR. SUB quick serve restaurants are fully familiar with made-to-order foodservice and their express menu in the c-store channel is no different. Customers are encouraged to select their meats, toppings and condiments on a made-to-order basis.

"Made-to-order foodservice is an opportunity to be truly customer centric in the c-store channel," says Karen Weldman, vice-president of new business development, Express Brands at MTY Group. "Country Style and MR. SUB Express menu offerings consists of freshly made breakfast and sub sandwiches that are completely made-to-order. For Country Style, we offer a fully stocked deli counter where customers can choose items to add to their breakfast and lunch sandwiches, such as additional cheese or vegetables. The same goes for MR. SUB, where the customer can add additional deli items."

Having the ability to choose how a meal is made allows the customer to accommodate their dietary restrictions and food preferences.

"Because of our ability to customize every order, our customers

are able to create food products that meet their dietary restrictions, such as lactose intolerance and vegetarianism,” says Weldman.

Customer service, training and speed

With customization comes a high degree of training and customer service. As speed is a critical factor in c-store foodservice, it's extremely important that staff behind the counter are not only friendly and willing to please a customer's customization requests, but that they do so in an expedient manner.

“Our operations team are constantly working on speed of service training initiatives to ensure the customer moves through the order process from prep to pick up as quickly and efficiently as possible,” says Weldman. “Both Country Style and MR. SUB's training requirements are extensive (four to five weeks) and emphasize that staff understand how to cater to customers who have specific requests while also ensuring the experience is positive for the customer.”

Beaudry credits staff training as a key component of their foodservice success. While their c-store menu is extensive, Beaudry insists that staff offer alternatives so no plate leaves the kitchen empty.

“If a customer doesn't want bread with their meal, we can offer additional vegetables, or if they ask for a roast beef sandwich, we know to offer options, starting with the bread and then condiments,” says Beaudry. “In the beginning it may take a few minutes to drill down a customer's order, but our staff get the hang of it fairly quickly and the customer is happy to have their meal exactly as they like it.”

Inherent risks

Customization has its challenges as well. Too many choices with a made-to-order approach can complicate the ordering process for staff and create confusion in the kitchen for the cook.

“Three minutes can easily turn to five in preparing a menu item,” says Judson Flom, co-owner and operator of Leslieville Pumps, a downtown Toronto-based gas station, c-store and restaurant. “Success depends on a highly trained staff to ask the right questions and drill down to achieve the customer's exact order – especially when it comes to meeting dietary restrictions.”


Leslieville Pumps has a training booklet that describes every detail about the menu, filled with diagrams for each menu option. For example, if a customer is vegan, it's important to know which breads contain egg or if a customer has

celiac disease, know which items contain gluten.

“It can get quite complicated as we aim to be as efficient as possible with time and labour,” says Flom, whose customers for the most part order from the menu as is. “Customization is not something we actively promote, though we are willing to make modifications to menu items on an individual and on request basis.”

While he hasn't received too many unusual requests, Flom does recall an odd order for a fried egg on poutine or chicken fingers in a sandwich.

Odd or not, a customer's positive experience and word of mouth referral is the best form of advertising that money can't buy. Whether licensed through franchised

brands or in-house, any foodservice program is a financial commitment. A successful made-to-order foodservice program takes quality, consistency and excellent customer service. All of these factors will strengthen reputation, build loyalty as a food destination and drive profitability. 

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.



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Launch Your Profits This New Year's Eve

As hard as it is to believe, yet another year is coming to a close.

FOR MOST RETAILERS, being forced to deal with COVID-19, staffing issues, inventory availability, and inflationary pressures, the past couple of years have likely flown by. It's safe to say that everybody is looking forward to 2021 coming to an end and starting 2022 with a fresh, clean slate. According to Matt Bialek, president of BLAST-OFF Fireworks, this is precisely why fireworks

should be on your radar this New Year's Eve. "We're expecting record fireworks sales this holiday season, as everybody is looking for that 'escape' with friends and family. Unfortunately, most social functions, personal travel, and community events will likely be off-the-table due to COVID-19. Backyard fireworks – with a small group of friends or family – are set to replace these traditional recreation options."

This means that if you own a c-store or gas bar, fireworks should be on your list of must-haves as you head into the holiday season. Not only will fireworks be in heavy demand this New Year's Eve, but they generate a huge 'boom' with your bottom line. "A typical retailer can expect to earn 100 per cent profit on every sale," says Bialek. "In a shoulder season like December, margins like this go a long way towards covering those extra winter expenses or padding your Q4 bottom line... right before year-end."




But what should you focus on for the holiday season? “Family packs are where it’s at for New Year’s Eve,” explains Bialek. “Retail customers are looking for a fast, convenient, and easy-to-plan fireworks show, and these assortment boxes make for a quick and easy sale.” An added benefit with any family packs offered by BLAST-OFF Fireworks: they come complete with professionally designed ignition sequences, full ignition instructions, and free firing sticks inside the box.

For more advanced or repeat fireworks purchasers, Finale Cakes are where all of the action is. Finale Cakes are multi-tube items designed with rapid-fire aerial shells. Consumers light a single-fuse, and each cake produces various effects – from colored balls to bursting flowers, whistles, and palm trees. “The best part about Finale Cakes in the winter,” laughs Bialek, “is that they are 100 per cent compatible with Canadian winters! A purchaser

can plop the item into a snowbank, light the fuse, and the cake will take care of the rest.” Stock your shelves with seasonal favourites like Frostbite, Great White North, Champagne Burst, and Northern Lights.

When looking to add fireworks to your c-store this holiday season, Bialek recommends doing your homework, ensuring that you partner with a supplier that will meet your needs and one that can help grow your category. “First-and-foremost, it’s imperative to partner with a legitimate fireworks importer or distributor. While dealing with a local ‘jobber’ for fireworks may be tempting, these companies lack knowledge about the fireworks category and market trends. Most importantly, they likely do not have proper permitting or insurance – both of which are essential for your protection as a retailer.” Other essential attributes include service, product availability, marketing support, and

program support. “At BLAST-OFF Fireworks, our focus is on providing retailers with a start-to-finish program – from integrated marketing support to complete category management... all backed by 100 per cent guaranteed sale terms. We’re so confident that fireworks will ‘launch your profits’ that, if we’re wrong, you can send any unsold merchandise back to us for a full refund of your acquisition cost.” 

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By Angela Altass

Spilling the Beans About Hot Beverages

Hot beverages: Consumers are still drinking them but what is being consumed, and where, has changed a lot since the start of the pandemic.



Canada is experiencing growth in herbal tea consumption, said Barry.



"EUROMONITOR DATA SHOWS that the home segment saw consumption grow by 15 billion litres worldwide last year, which is about three per cent overall," Matthew Barry said at a session on The Lasting Effects of COVID-19 on Tea and Coffee during the recent virtual Tea and Coffee World Cup Conference. "Meanwhile, outside the home, in foodservice, we saw consumption fall about 28 billion litres."

Canada is experiencing growth in herbal tea consumption, said Barry.

"People drink tea a lot as an immune booster or something to help them feel better when they are sick so obviously 2020 was a big year for tea," he said. "Mental well-being is the functionality to look at for tea and coffee as people continue to feel stressed."

Even though people are experiencing sleeping issues, decaffeinated products are generally not being considered as a solution, said Barry.

"While some things, such as herbal teas are doing well, these are naturally decaffeinated," noted Barry, "but there isn't really a desire for products that have caffeine removed from them. If anything, it's the opposite and products with more caffeine added, like Death Wish Coffee, are doing very well. Consumers are looking for more caffeinated options. This creates the caffeine paradox. We know consumers are worried about stress, anxiety and insomnia but they're

also demanding higher levels of caffeine, which is known to worsen these concerns."

Consumers want calming beverages as they want to be more relaxed and get better sleep but they need energy to get through their day and need wins over want, stated Barry.


The way in which consumers make decisions about what they are going to drink has been changing, William Murray, president and CEO of the National Coffee Association of the U.S.A. stated during the Tea and Coffee World Cup Conference.

"A generation ago, the key factors that lead consumers to make decisions were price, convenience and taste," he said. "Over the last 15 or 20 years, these factors have been supplemented by other considerations. Consumers are now thinking about health and wellness. They are thinking about product safety and the social side of the choices they are making; whether the packaging is recyclable and who is involved in the preparation and production of the products they are consuming."

It would be an understatement to say there is a growing demand for high quality Japanese green tea, said Rona Tison, vice president of corporate relations and public relations, ITO EN (North America) Inc. during the Tea & Coffee World Cup Conference. "Green tea has become the fastest growing segment in the industry >>

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Brenda Jane Johnstone phone: 1.204.489.4215

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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

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“Quality drives future purchase decisions. Our hot chocolate products are elevated versions of the hot chocolate you would drink growing up: rich and full of flavour, just a little less sweet.”

and is expected to grow 10 per cent in the coming decade, compared to 6.5 per cent in the other tea categories,” she said.

The tea market has gone through dramatic changes, Carman Allison, vice president, sales consumer intelligence, North America, Nielsen, said during an online Level Up session by the Tea and Herbal Association of Canada. Tea benefited greatly from the pandemic with sales up 18 per cent in 2020, said Allison.

“Tea is the perfect beverage for staying at home,” noted Allison. “So, even though 2021 is showing sales going down, let’s put that into perspective. If you get rid of 2020 and just compare 2021 to the same point in 2019, we are still up about 11 per cent with \$8 billion of new growth. Last year was obviously an anomaly but we are still trending above where we were a couple of years ago.”

There is a growing audience that is looking for quality products on the go, said Kyle Wilson, owner, Soul Chocolate.

“I believe consumers are looking for something that fits their lifestyle,” said Wilson. “They want something that looks as great as it tastes. That’s why we have put such a focus on the aesthetics of our products and, once they crack it open, the quality of the drink speaks for itself. Quality drives future purchase decisions. Our hot chocolate products are elevated versions of the hot chocolate you would drink growing up: rich and full of flavour, just a little less sweet.”

The Coffee Association of Canada’s annual *Canadian Coffee Drinking Trends Study*, which will be revealed in greater detail at the association’s conference on

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As of August 2021, 23 per cent of respondents had a coffee prepared out-of-home the previous day compared to pre-pandemic levels of 40 per cent.”



November 16 and 17, shows that while overall coffee consumption remained steady through the pandemic, there was a shift to coffee preparation in consumer's homes, which has impacted the out-of-home market.

“In any given month, seven in 10 Canadians will have consumed a coffee in the past day,” said Robert Carter, president of the Coffee Association of Canada. “Now, in the later months of 2021, we are still in recovery mode. As of August 2021, 23 per cent of respondents had a coffee prepared out-of-home the previous day compared to pre-pandemic levels of 40 per cent.”

Coffee is a beverage that has been consumed for generations, said Carter.

“I think in the last five to 10 years, we've seen more innovation come into

the coffee category and we've seen an aggressive expansion of the types of beverages that are now available,” said Carter. “Specialty and espresso based beverages have been popular for many years but we are starting to see those types of beverages really move to the forefront while the traditional brewed coffee, although still very popular, is not seeing the same type of growth.”

Coffee is a category within the convenience store and gas channel that Carter thinks is underdeveloped.

“In Canada, coffee is the number one consumed beverage so this is a very robust category and it's very profitable,” he said. “Having a well-structured and strong coffee program drives customer traffic and really allows you to establish a point of difference compared to your >>

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competitors. I think for convenience and gas there is a very good opportunity to enhance coffee programs; to work with roasters and some of the micro-roasters that are coming up in the industry. Hopefully all of the convenience store and gas station operators will see that there is a real opportunity here to drive revenue and customer traffic.”

Due to the circumstances of the pandemic, some convenience store clients shared concerns about coffee stations and expressed interest in new solutions to help with the cleaning and sanitizing involved in maintaining safe coffee stations, said Gene Grimm, marketing specialist, Van Houtte Coffee Services.

“To ensure our customers could continue to offer a safe coffee brewing experience for their customers, we implemented a number of new safety measures with creative and innovative solutions,” said Grimm.

There are several factors that customers are seeking when it comes to visiting a convenience store to purchase coffee or other hot beverages, said Grimm:

- 1. CUSTOMERS ARE LOOKING FOR A CREDIBLE DESTINATION** – one that is clean, well-maintained, and offers consistently fresh, quality coffee.
- 2. AN APPEALING SELECTION OF COFFEES AND HOT BEVERAGES** that will please customers’ discerning tastes and offer them the selection they crave for that day.

- 3. POPULAR BRANDS** with eye-catching branding/merchandising that brings life to the coffee area.
- 4. COFFEE AND HOT BEVERAGES THAT ARE AFFORDABLE AND CONVENIENT** making it easy for them to quickly grab and go.
- 5. TOP-OF-THE-LINE COFFEE-BREWING EQUIPMENT** that offers freshly brewed beverages and an assortment of hot beverage options, including indulgent beverages, milk-based or espresso-based options and teas just like they would find at their favourite coffee shop or drive-thru. It’s convenience at its’ best when in a hurry or to avoid multiple stops to please all your road-trip passengers.
- 6. IN-STORE SAFETY MEASURES/ SIGNAGE** AND thorough sanitization protocols that bring peace of mind to customers when at the coffee station.

When purchasing hot beverages outside the home, consumers are now looking for specialty coffee beverages that they cannot create at home, said Krista Reddington, senior marketing manager, Franke Coffee Systems North America, which recently expanded its A-Line series of super automatic equipment with the new A1000 FLEX, delivering traditionally brewed coffee and espresso beverages in one machine.

“Whether your customers are looking for a cup of coffee to get going in the morning, or want to treat themselves



Franke Coffee Systems A1000 FLEX

to an iced mocha in the afternoon, the A1000 Flex offers the beverages your customers crave for every moment throughout the day,” said Brittany Tresemer, marketing director at Franke Coffee Systems Americas. “The A1000 FLEX allows customers to choose coffee or espresso, hot or iced, whole or non-fat milk for espresso beverages, the option to leave room for cream for their coffee, and up to six different flavor options. The possibilities are almost endless with the A1000 FLEX making a coffee to go an experience that stays.”

When serving specialty coffee and espresso beverages, automatic machines that can deliver coffee and espresso beverages with fresh dairy milk, hot or iced, and a wide variety of options to customize, such as chocolate powder and syrups, in a self-serve application, make it easy for the customer and the location, stated Reddington.

“Less labour, less waste and customizable specialty beverages, including mochas and hot chocolate, are an all-around solution everyone enjoys,” she said. [9]

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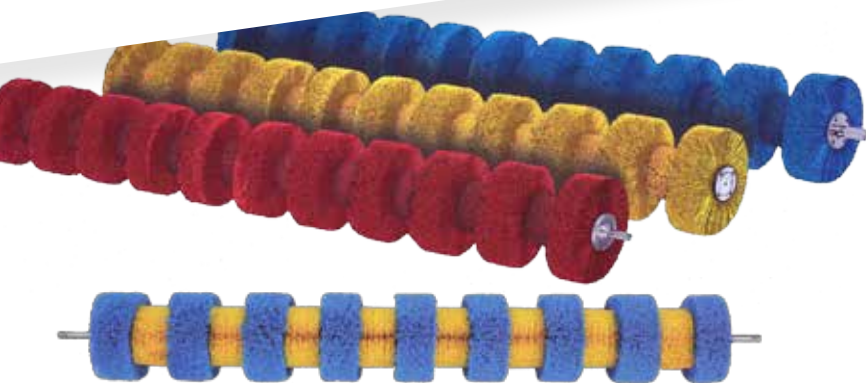


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PIZZAFORNO IS SEIZING THE BENEFITS of an untapped market of quality pizza served in minutes through strategically placed kiosks across Canada and the United States. Having recently tasted one of PizzaForno's delicious Hawaiian pizzas in Tobermory, WOntario, *Convenience & Carwash Canada* writer Meline Beach was delighted to interview the masterminds behind the brand. She spoke with PizzaForno's Business Development Manager Jimmy Muir, about the company's origin, sales results, profit potential and plans for future growth.

When was PizzaForno first introduced in Canada and where did the inspiration come from?

In April 2018, Will Moyer was approached by France-based automated pizzeria manufacturer Adial to distribute and sell their automated pizza oven technology in Canada. Will was intrigued by the concept and took a trip to France to see the oven in action and with his first visit saw the potential but also realized the potential was much bigger than selling pizza ovens. Will engaged with his long-time friend, Les Tomlin, who had international marketing experience and together, the two of them created the world's first turn-key, fully automated pizzeria, known as PizzaForno. It was launched in Toronto in the Fall of 2019.

What has the response been since PizzaForno first launched? How have sales grown over the years?

PizzaForno experienced great success in Canada right from day one. Consumers embraced having access to a fresh baked artisanal pizza ready in under three minutes. After launching multiple units in Canada, the company launched in the USA in 2021 with an independent licensee expansion plan. Throughout the COVID-19 pandemic consumers have embraced our low-touch automated pizzerias with open arms. As we launch more units our brand awareness continually grows, which translates to an overall increase in sales. One of our most recent launches at Ripley's Aquarium of Canada has been incredibly successful with an average of 4,000 potential customers in the venue each day.

How many PizzaForno kiosks are installed across Canada? How many of these are corporate owned or licensed out?

We currently have 32 units within Canada, two in the United States, and agreements for more than 30 to be placed before the end of the year. Out of the current 34 units operating, seven of those are corporately owned.

Where are the most successful locations so far (based on sales experience). How is the placement of kiosks determined?

Our most successful locations tend to be those that are open 24 hours, seven days a week. Inherently, 24/7 automated pizzerias will perform the best as they can provide a quality pizza option to our customers any time of day or night. We have performed tremendously well in a variety of C&G locations including tourist destinations, downtown urban hubs, and less densely populated areas that have limited food offerings. Locations are determined based on where the unit will see the highest projected foot traffic of new customers.

Can a C&G retailer launch a PizzaForno kiosk at their store? Can these kiosks be installed indoors or are they strictly designed for outdoor space?

Yes! We have several operating kiosks placed at C&G retail locations. We offer three different types of kiosks that have all been deployed at these types of locations. We offer an indoor >>

kiosk, an outdoor kiosk, and an ATM-style kiosk. These units allow C&G retailers to capitalize on unused space within their business or even in an unused parking spot outside, requiring as little as 70 square feet.

What are the licensee costs? Can you describe the model and ROI potential? What support is provided to licensee owners?

The licensee costs are a five per cent royalty fee and a five per cent marketing fee that is allocated to site-specific marketing initiatives by our in-house marketing team. The typical net operating margin is 30 per cent at an average pizza sale price of \$12 each. PizzaForno provides centralized customer support, national and local marketing, preventative maintenance, and repair services.


What are the most popular flavours/toppings of pizza?

We offer several specialty pizza varieties, including BBQ Chicken, Honey & Goat Cheese, and Hawaiian, as well as classics like Pepperoni and Four Cheese. We also love introducing new and fun varieties to the mix with our limited time offer pizzas, such as our Pickle Pizza, which launched in October.

What is your target demographic? Who's buying and when? Are you able to track sales data?

The nice thing about pizza as a category is that it has no demographic! Everyone, from young teens to senior citizens, enjoy pizza from our automated pizzerias. The user interface is simple to navigate and attracts a large audience. We see a great portion of our sales during the lunch and dinner hours with large spikes late at night when restaurants and other food options are closed. Sales data is collected at a site-specific level, which is available to individual licensees in real-time. PizzaForno works collaboratively with licensees to provide insight to maximize sales.

What insights or innovations does PizzaForno have planned?

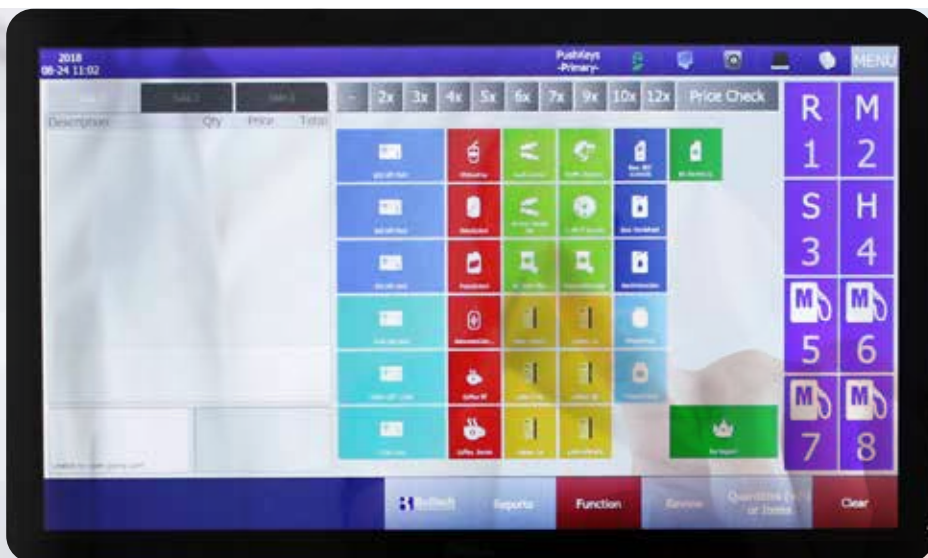
One of the areas we are looking at further innovating is our interactive touch screen display. We have an opportunity to make an impression with the customer, as a captive audience, while their pizza is cooking from 90 to 120 seconds. The prospect of using that time as effectively as possible, whether it be for advertising or games for kids, is quite exciting for us! 

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Know Your Value Proposition

By Angela Altass

What is your store's value proposition? Every retail organization must have one, says Janice Rudkowski, assistant professor, Retail Management, Ryerson University.

"BECAUSE THE INDUSTRY IS SO COMPETITIVE, CUSTOMERS ALSO HAVE SO MANY CHOICES," says Rudkowski. "If retailers don't specify their value and position themselves accordingly, customers will go elsewhere."

A value proposition is a promise made by a company to a specific group of people: the target market, explains Geoff Malleck, lecturer, Department of Economics, Faculty of Arts, University of Waterloo.

"The company lives and dies by this promise as all activity is judged by how aligned your deliverables are to your value proposition," says Malleck. "If, for example, I promise the best on time performance for my airline, I better be able to prove that true. Trust is very important and not providing that which is promised breaks that trust."

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The goal of any retail outlet, from specialty to convenience, is to be remembered, not just as a physical location but also as solving a problem, said Malleck.

"Convenience stores enjoy the advantage of location, usually in high traffic, high visibility areas, but that is not enough," he states. "Customers will choose a convenience store for specific reasons. They are quick. They stock what you need and they are safe, clean and secure. There should also be a personal connection, which is often the owner or something special that is sold in the store. Typically, customers drive to the closest, most convenient convenience store as long as it meets those criteria. I will pass by stores that fail any of the expectations."

Convenience stores should work hard at ensuring a consistent experience, says Malleck.

"While not a regular occurrence, discounts on popular items can attract new customers," he notes. "Also, something special that is sold in the store can help build a client base. This can include a special floral section, or amazing submarine sandwiches, or a special ethnic dish. The challenge is how to make prospects aware of the lures. The goal is to make prospects aware as they pass the store or through effective marketing efforts. If you have a highly visible location, some attention getters on the outside may work. A clean storefront that is garbage free, well-kept and tidy is important. I have seen excellent point of purchase displays in stores but that only works once the prospect is in the store."

When looking to lower costs associated with promoting your business, Malleck notes that working with suppliers can often reduce expenses associated with advertising and advises to never discount the power of word-of-mouth.

"Every day prospects are inundated with visual stimuli from billboards to bus signs to storefronts," says Malleck. "What will attract their attention is something that is relevant or meaningful to them. Sell the benefit, not the feature. What benefit do I enjoy by coming into your store? Peppermint gum is a feature; fresh breath is a benefit. Fast service is a feature; more time in my day is a benefit. You must push the benefit. One marketing opportunity is to invite regular customers to receive emails or texts on weekly specials. If I am familiar with a convenience store and you let me know that cream is on special, I will drop in for the cream and probably purchase something else."

Never underestimate the importance of the in-store experience, says Malleck.

"Some large retailers spend millions of dollars making promises of an exceptional shopping experience only to have a really grumpy checkout clerk destroy the promise," he says. "The advantage of most convenience stores is the manager and/or owner is present. This is an incredible opportunity. Conversations with the customer provide primary marketing data and that leads to better decisions. Take time to ask and time to thank the customer."

While the in-store experience is important, it might also be a good idea to look into whether offering delivery is an option for your business, says Malleck.

"Depending on your neighbourhood, you could consider delivery," he says. "Those with mobility issues might appreciate the service but be sure to restrict the distance of the delivery service. As companies like Amazon continue to advance their order to

delivery cycle, I can see this as a growing threat. However, as more people work from home, I also see opportunities for convenience stores. For example, offering products that are fresh or uniquely attractive to the neighbourhood is viable. A simple website with directions, information about the owner or manager, and specials is a good starting point."

Retail is dynamic and highly competitive, notes Rudkowski.

"Every retail store, including convenience stores, must always be thinking about how they can stand out in the crowd," says Rudkowski. "Because of the nature of convenience stores, they tend to have very loyal customers who may visit them daily or weekly to buy the same types of products. Convenience stores can leverage this loyalty by getting feedback from their most loyal customers and finding out how they could improve. This feedback could help them to better plan their assortment, pricing and even their store hours."

Some convenience stores are now offering delivery, notes Rudkowski.

"This takes convenience to a whole new level and may be relevant to some retailers but not all," she states. "People living in a neighbourhood may enjoy their daily or weekly visit to their local convenience store so getting feedback is critical. No point investing in a new product or service that your local customers don't want or need."

Getting feedback from customers could mean empowering frontline employees to have conversations with customers, asking them what they like about the store and what they think could be improved, says Rudkowski.

"These one-on-one conversations could provide great insights for the store owner to invest into areas that are deemed valuable to a variety of their customers," says Rudkowski. "Convenience stores should capitalize on one-on-one engagement during the store visit. Making that visit enjoyable and engaging is what is going to bring the customer back."

Ultimately, customers of convenience stores are looking for convenience, says Rudkowski.

"They likely only buy a few products, such as milk, their favourite chocolate bar, lottery tickets or soda, but they will often buy the same products daily or weekly," notes Rudkowski. "Customers want to find their product easily once they enter the store and they want the checkout process to be pleasant and seamless. Customers who shop in convenience stores are not browsing. They know what they want. So, having the right assortment is essential, but the process needs to be seamless and the interactions with employees should be pleasant."

Convenience stores have many exciting opportunities ahead, especially in terms of their role within a community, says Rudkowski.

"They can play important roles in being part of the social fabric of a neighbourhood," she says. "If they take this role to heart, this means they could be involved within their communities; sponsoring children's sports teams, helping to plant community gardens, and they could even stock products made locally by community members and local businesses. Convenience stores can play an important role in knowing their customers personally and being integrated within their communities." ■

Getting feedback from customers could mean empowering frontline employees to have conversations with customers, asking them what they like about the store and what they think could be improved, says Rudkowski.



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By Bob Christmas

Companies, like carwashes and convenience stores, have great opportunities to put their good citizenship on display.

What Does it Mean to be a Good Company?

Forty-nine per cent of Americans have said, in some research, that it is more important for a company to “make the world a better place” than “make money for its shareholders.”

HISTORICALLY, BEING A “GOOD” COMPANY MEANT only to turn a profit for shareholders. I have written in previous articles about good corporate citizenship and social responsibility. Here I explore some ideas about the changing social landscape and how companies can adapt to stay relevant and profitable.

Corporations were created for big business (originally the railroads) to gather many investors’ resources together under one legal entity. In law, a corporation is a person. Yet, you cannot put a corporation in jail for polluting the environment or exploiting children. So, the corporation created a level of protection for directors (managers) who were compelled by law to only seek profit, even if the social good was often not so well protected. Indeed, doing anything other than seeking profit for the shareholders was technically illegal.

As social awareness among consumers has grown, the cheapest way of providing services and making products does not necessarily equate to greater profit. Research has shown that people will often pay more and go to great trouble to do business with a socially responsible company. Many people will pay more for a pair of shoes if they know that the company has committed to providing a pair of shoes to a child in need in a developing country for every pair that you buy for yourself. Many people will go out of their way to patronize a company committed to leaving less environmental footprint.

Forty-nine percent of Americans have said, in some research, that it is more important for a company to “make the world a better place” than “make money for its shareholders.” One 2019 corporate social responsibility survey found that 77 per cent of consumers surveyed reported they are “motivated to purchase from companies committed to making the world better.” Many will prefer to use a social enterprise business that employs people who would otherwise have trouble finding employment.

While many measures that promote environmental sustainability and social responsibility add cost to products and services, it can be an economic paradox. Saving money can cost a company profits in the long run. Inversely spending money on socially responsible initiatives can drive up a company’s cost and result in increased profit. Why? Because people are willing to pay

>>

more for some services and products.

The key seems to be in branding. People have to know that a company uses only products known to be manufactured by adults and not exploited children offshore. People need to understand that a company has committed to leaving a zero carbon imprint for them to take their business there. A high percentage of Fortune 500 companies have come to this realization and have capitalized on it.

Some of the most successful and profitable properties have remained so by aligning with changing societal values. The social consciences around many companies are no longer content to do well. Today, many businesses also make it their mission to do good. I would argue that doing good pushes some companies beyond being profitable into the category of being supported by their customers, their employees, their boards and directors. Even if being socially responsible is profit neutral, I would argue it is worth it. People

will be happier working there. Consumers will feel more loyal to the service/product. And it is bound to be more profitable in the long run.

Many people nowadays are concerned with the community. Companies, like carwashes and convenience stores, have great opportunities to put their good citizenship on display. In my last article, I talked about convenience stores being safe havens for people in a crisis. There are many ways this could be achieved, depending on your store. For example, at the Women in Carwash Conference a few months ago, I talked about the findings of my doctoral research into sex trafficking and sexual exploitation. One of my findings, which I highlighted, was that trafficked people are often among us and not recognized. Traffickers are often nearby and restricting a child's ability to escape. Brenda Johnstone astutely suggested, why not put a message box in the washroom in these places, so a person could at least leave a

note asking for help while in the safety of a secure bathroom? We are only limited by our imagination in the ways we can be good citizens.

The opportunities to be socially responsible are endless. It could mean adding to your mission statement to be environmentally friendly, carbon-neutral, and not employing exploited labour. Specific things that could be easily bragged about might include shutting the lights and computers off when the business is closed, purchasing goods from socially responsible distributors, and the list goes on. Simply putting up signage indicating this mission, and advertising the charitable donations you've made, could begin to build a brand to take your company or store to the next level.

Bob Christmas, Ph. D. is president of Bob Christmas Consulting Inc. He draws on over 35 years of law enforcement experience, writing on justice issues. Visit Bob at <https://bchristmas.com>. [9]



JANUARY 17-19, 2022
Fort Lauderdale, Florida


Our upcoming **Women in Carwash** conference will be held at the beautiful **B Ocean Resort** in Fort Lauderdale, Florida

In the ever changing and competitive landscape of the carwash industry, women are quickly becoming an integral part of successful carwash organizations.

What is also exciting is that a growing number of men are welcoming and actively supporting this change.

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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Canadian Carwash Association: Health, Safety, and Automation

WHILE CARWASH OPERATORS NATIONWIDE have spent the past year and a half continuously adapting to ongoing changes, much like everyone else, there have been emerging trends and valuable lessons learned in our industry that will benefit us moving forward. As we develop our businesses for a post-COVID world, we here at the Canadian Carwash Association thought it would be wise to take a look at these learnings in two specific areas: health and safety, and automation.

We all know health and safety is a huge part of our business, but what did we learn over the pandemic? Health and safety is a HUGE part of our business! We all had to scramble and conform to the protocols to keep our doors open and stay in business; social distancing, signage, sanitizing, employee and customer screening, rapid testing, new policies and procedures. We all did our best to adapt on the fly.

The most important thing we learned was to keep employees safe and happy, their well-being is the reason we are still in business. Our businesses have always had a health and safety program, but what we need to consider now is a health and safety culture. As the saying goes, “the customer always comes first.” What if we start putting the employees first? We only have customers because we have employees.

Mental health is vital in these times. We don’t have to be qualified counselors, or even pretend to be, but just checking in on your staff is a big thing! Creating a workplace with a positive vibe and inclusivity creates trust among employees, which can result in a happier, safer place to work.

On the interior side of our business, we have had to adapt by conducting interior cleaning by appointment only, due to COVID-related restrictions. This practice has allowed us the ability to control our labour more efficiently. Customers are being directed to on-line booking apps, either by phone, website, or QR codes posted outside our front doors. We are able to block off times when staffing is at a minimum, especially considering the current labour shortage. This also helps us plan the day by being

able to control the flow of operations. Customers are happier too; previously interior cleaning was on a first-come, first-serve basis and many times we were unable to provide a cleaning service when the customer walked in, resulting in disappointment. This new system is something we had to implement due to capacity restrictions, however, we will likely see it continue after restrictions are completely lifted. It’s proving to be a win-win situation resulting from having to adapt.

This leads us into our second point of focus, automation. At carwashes across Canada, we are seeing a rapid adaptation of touchless technologies being integrated into carwash operations. There’s been a huge shift for customers to paying at the wash as opposed to purchasing their carwash in-store. From a customer’s perspective, this feels safer and is more convenient, yet it also optimizes the carwash process, shortening the time between point-of-sale to execution of the service. Also, consider the integration of apps into service operations that allow customers to purchase their services on their own time and providing the convenience of claiming their order at their will. And, though many carwashes in Canada have been offering similar options to their customers since before the pandemic, there’s no denying that the pandemic has forced a widespread adoption of these services, especially among oil companies that are slower to implement technologies due to their volume of locations.

A newer technology that is becoming more popular due to pandemic restrictions is Radio Frequency Identification (RFID) systems and License Plate Recognition (LPR). Though still uncommon across Canada, these systems allow for customers to receive their services without any system interaction. Operations move swiftly and expenses in other areas become limited, justifying the costs of these technologies.

Though the pandemic has thrown many obstacles ahead of carwash operators, we have adapted, overcome, and will build better practices from these experiences. 📌

Exploring the Latest Carwash Technology Trends

There are few places we spend more time than our cars. It may seem like you're always either at your desk or relaxing in your favourite armchair – but chances are that, on average, you sit behind the wheel almost as long, if not longer.

So, it goes without saying, our cars should be places we enjoy being and it's that principle that helps keep the carwash industry moving. People love their vehicles and they spend good money keeping them looking tip top, both inside and out.

With more COVID-19 restrictions being lifted with every passing week, we're quickly getting back to a place where we'll spend much of our lives driving.

And that means there's an opportunity for carwash businesses to position themselves as places where drivers enjoy taking their cars.

Soapy Brushy, a Canadian creative carwash consultancy, has highlighted the latest technology trends in the carwash industry that could help operators stand out from the crowd.



1: Pay Stations

Convenience is key to the customer experience. Many people prefer to pay for gas directly at the pump, and it stands to reason that the same goes for carwashes. Smart pay stations allow carwash operators to provide a wide range of payment solutions – from corporate accounts, to contactless tap, debit, pin-pad and chip, and mobile wallets. They can be linked with real-time control to in-store tills, making the whole process as efficient as modern gas pump payment systems.

“A successful carwash must be customer-focused to capture repeat business,” said Tim Walker, carwash strategist, Soapy Brushy. “Using the latest technology is one way to separate your carwash business from the rest and to give your customers reasons to keep coming back.”

2: Point of Sale (POS) Systems

A slick point of sale (POS) system can make all the difference when it comes to customer experience. And it also makes managing your business a breeze. A fully-loaded carwash POS can provide customized pricing plans and menu options and allow you to manage your whole inventory in real-time, including monitoring levels of your liquid cleaning supplies.

“The beauty of a fully-loaded POS is the choice it gives customers and how well it can be integrated with third-party apps to really streamline your services,” said Walker. “Things like loyalty programs to reward repeat washes can be taken care of and you can access the cloud-based system from any device, anywhere. The POS system, cash drawer and printer can also be bundled together in a great package deal.”



3: Reclaim Systems

Customers are becoming more and more concerned with the environment and any wasted water can be a bad look. Increasing water costs and a squeeze from municipalities to conserve are also major considerations for any carwash operation. Water reclaim systems, like the ClearWash PR40, use a high-tech filter to efficiently removes grease, oil, and dirt from the reclaimed water – producing recycled water that can be used again. These systems are a real money saver and they give your green credentials a massive boost.

It also controls odour and makes the whole process simple. Some other systems use chemicals, enzymes and disposable filters to help control odours. ClearWash requires very little maintenance and saves time and money on cleaning, chemicals and disposable parts.



4: Chemical Dispensing Units

Getting the correct mix of chemicals and water to use in the car washing process is important to the environment, the final results, and to your bottom line. Chemical dispensing units make getting this balance right a pain-free process. The systems ensure a consistent, accurate mixed solution every time. Complete systems include booster pumps, injectors, metering tips, manifolds, electronic controls, gauges, and regulators pre-mounted and pre-plumbed for easy installation.

“There are so many advantages to installing chemical dispensing units,” said Walker. “They don’t take up a lot of space, and they deliver excellent consistency so you don’t waste valuable product or water. They are so precise in how they work, they even automatically adjust to take into account changes in water pressure.”

When you consider the environmental benefits to using less water and chemicals, and the reliability of these units, it makes perfect sense to introduce them to your business.

5: Belts

Customers want their car to roll out of your carwash looking its very best. And they certainly want to be 100 per cent secure in the knowledge that their pride and joy won’t be damaged in any way. One of the biggest advantages of a belt conveyor system over traditional chain conveyors is the ease of loading and unloading. They can accept any vehicle size or tire width, with no damage to tires, rims or suspension components.

They also allow a faster turnaround, making your wash tunnel work harder for your bottom line. dual belt conveyors also make your wash tunnel future-proof against any problems associated with automatic braking systems. The latest systems are precisely engineered, self-cleaning, and low maintenance, making this a win-win investment. **9**

Soapy Brushy is an independent, creative carwash consultancy with years of industry expertise and vast marketing and brand strategy experience. Tim Walker has spent 20 years in the carwash industry advising and supporting operators on every aspect of their business. Soapy Brushy is a one-stop-shop to help existing operators be their best, and launch new businesses from the very best place possible. Visit soapybrushy.com email howdy@soapybrushy.com or call +1 833-652-1365 x4.



By Tania Moffat

Modern Looking Wash Cleans Up

SOME CARWASHES HIDE behind gas stations or blend in with other businesses along the roadway. In short, they lack a certain wow factor. Wash 52 is no wallflower. It is sure to catch your eye if you're heading along Highway 52, on the western outskirts of Raymond, Alberta. The modern, white stucco-clad building looks more like a night-club with its stylish black accents and multi-coloured lights flickering behind its two massive doors. This wash is much more than just style and pomp, it's a cutting-edge wash with top-of-the-line machinery and technology where customers get the best of both worlds – a superior clean and an innovative wash experience.

Wash 52 is a family-run business, owned by Chad and Jennie Harris and Shane and Pamela Zobell. Brothers-in-law, Chad and Shane, have been business partners for the last 16 years, operating a local construction company. Four years ago, the two families began their foray into the carwash industry, purchasing CJ's Carwash, a 40-year-old local institution, in Magrath, Alberta. They renovated the two-bay wand wash with an attached laundromat, rebranding it Charlie's Carwash after the original owner.

"After a while, we decided we wanted to open an automatic touchless carwash, but the lot in Magrath where Charlie's was located wasn't big enough," says Shane Zobell. When the right piece of property became available in the nearby town of Raymond last April, they jumped on it. The project came together quickly, and they broke ground on the new wash two months later, contracting the build themselves.

The original building design was quite different than the structure that houses their wash today. "Our first design looked more like a workshop, so we were quite happy when my wife took over. She made it look so much better," says Harris.

Customers were able to test out Wash 52 at their grand opening, September 25, 2021, and the response was overwhelming. "We were on site talking with customers to ensure their first experience went smoothly. Originally, we had planned to run a free wash from 9 a.m. until 2 p.m., but cars were backed up onto the highway 12 deep, so we kept going until 5:30 p.m. In the end, we washed 157 cars during the day, and another 30 that evening," Harris shares.





Chad Harris on the right with his wife Jennie Harris beside him and Shane Zobell left with his wife Pam Zobell

Razor-sharp clean

The wash's success is due to the families' desire to offer their customers the best service they could. "We did a lot of research before building Wash 52, visiting several carwashes across the province and speaking with different owners. Being used to the wand wash at Charlie's, we were amazed to see the amount of programming and engineering that went into these automated washes, but the Washworld Razor Edge package really impressed us," says Zobell.

Jim Koch, director of national accounts, at Washworld explains the popularity of the product. "The Razor Touch-Free System is the benchmark in the industry. Made almost exclusively with 304 stainless steel, the Razor provides the operator with a machine that will last for decades and has all the technology needed to differentiate it from the competition," says Koch.

"Washworld's Razor has really upped their game," adds Paul Romaniuk, who sold and installed the carwash package at Wash 52. "The Flex Pass, standard on all Razor packages, allows operators to apply two products simultaneously to shorten the clean time on top packages making them faster and more profitable," explains Alberta's operations manager at Transchem Group.

The Edge package that was installed includes three additional options that provide owners with a top-of-the-line machine and wash experience. First, customers are treated to Lumen Arch's light show. Located on both the entrance and exit of the wash, two rows of blue LED's illuminate products as they are applied to the vehicle. SpectraRay's fully programmable light bars then provide additional colour as the 4,528 LED lights change from red to magenta, blue and green, adding to the wash experience and attracting potential customers as they drive by. Lastly, Hyperflex, a chemical manifold located on the bridge, efficiently applies multiple low-pressure protection products >>

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The Wash 52 experience is geared towards providing its customer with a high-quality wash and an enjoyable experience. From touchscreen tellers at the entrance offering phone payment options,

in one pass through a rain bar application that integrates easily with SpectraRay.

Other features worth mentioning include Razor's Tri-Color Foam System and Power Tower Side Blasters that remove ice, snow and dirt buildup from the wheels and rocker panels as cars enter the wash. The On-Board-Dryer system is fully programmable to adjust drying times to the season or wash package. Water softeners condition water for ultimate cleaning and spot-free rinsing, while the RO Recycle Recapture system recycles water for reuse on the undercarriage or high-pressure rinses, saving five to seven gallons per vehicle. Finally, the WashView Remote High-speed option enables owners to log in to their business remotely. They can program or change wash settings, view inputs and outputs, wash counts, service reminders and identify any issues all from their phone or tablet.

Superior entrance

"Chad and Shane selected the best possible door package you can get, installing four 10x10 doors with our Alaska Extreme Door Package, Strapeze Counterbalance System and Powerglide pneumatic door opener. They also upgraded their doors to include black anodized stiles and rails, which looks very sharp," says Martín Castro, sales representative at Airlift Doors. The doors, constructed out of light-weight aluminum and polycarbonate, are able to withstand 200 times the impact of a glass door while maintaining only 1/8 the weight thus reducing the strain on the openers.

"By upgrading from torsion springs to the Strapeze system to balance the doors, the owners installed a superior product. Commercial torsion springs have a 100,000-cycle life expectancy, while the Strapeze system will give them up to five times

that. The other benefit to this system is that replacing the belt is a breeze. Belts are readily available and the repair can be done quickly. Replacement springs, on the other hand, must be ordered from our warehouse, shipped LTL and the shaft-line needs to be dismantled to replace them, costing time and labour," Castro adds.

The whole package

The combination of high-end machinery and the wash's unique design really set it apart. "Over the years, I've seen a lot of carwash buildings and concepts, and I have to say that Chad and Shane knocked this one out of the park. The quality of the wash, from the build to design, landscape to lighting, is top-notch. These guys are amazing to work with, real grass roots people that care about the communities they live in," says Romaniuk.

The whole Wash 52 experience is geared towards providing its customer with a high-quality wash and an enjoyable experience. From touchscreen tellers at the entrance offering phone payment options, such as Google and Apple Pay, to kiosks with vacuums located on islands in the parking lot, the owners have carefully designed this wash to exceed their customer's expectations. Wash 52 is the complete package drawing in customers with its beautiful exterior and retaining them with its superior service. [9]

Tania Moffat is a freelance writer, editor, publisher and photographer. She has on a wide variety of B2B and consumer publications, both in print and online. You can connect with her at info@chiccountrylife.com.

Petroleum Technology: There's A Lot Going On

By Angela Altass

The petroleum industry continues to see many advancements and changes it comes to new technology.

"THERE IS A LOT GOING ON IN THE TECHNOLOGY SPACE," states Richard Masson, chair of the World Petroleum Council Canada. "Hundreds of millions and billions of dollars are being spent a year on technology. For oil producers, there is the big challenge of climate legislation and reducing energy consumption while also wanting to be competitive."

The way oil is produced, how it gets taken out of the ground, has seen a lot of advancements, says Masson, while also commenting on carbon capture and storage as well as transportation as areas of opportunity within the industry.

"One of the big ones is the use of solvents to get the bitumen out of the ground," says Masson. "Companies have been working on this for over a decade and it's just getting to the point where they have enough knowledge to really apply it in a large scale. Normally, you use steam and to make steam takes a lot of energy so if we can start to incorporate

solvents, we can really reduce the amount of energy required to get the oil out of the ground."

Canada is the fifth largest producer in the world of oil and natural gas, with some of the largest reserves in the world, and yet this country does not garner much attention from the rest of the world, says Masson.

"The oil sands are often thought of as the third largest reserve in the world," states Masson, "but to most of the world, we're not even relevant because all our production serves Canada a little bit but mostly goes to the United States. We don't export any oil or natural gas outside of North America. It's a funny thing when you go to an international conference and you know Canada has a lot going for it but we're just not part of the conversation."

World Petroleum Congress

The World Petroleum Council Canada will be hosting the 24th World Petroleum

Congress in Calgary in 2023.

"We've been working for five years to bring this event to Calgary," notes Masson. "We believe that Canada has a lot of leadership in environmental technology, in governance and indigenous relations and we want to be able to show the world these things. It's going to be a great opportunity for some of the smartest people in the world to come to Canada and talk about how we can tackle the big challenges that are in front of us, including the transition of hydrocarbons to green energy."

Oil prices have been impacted by the pandemic and are on the rise, notes Masson.

"It's going to be a tough winter," he states. "When the pandemic hit, prices dropped essentially to zero. Suddenly, we had this decline in price and that meant low cash flow. Normally, companies would turn to Bay Street stocks and bonds to help fund new growth but the whole world has become worried about >>

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investing in carbon intensive industries. Companies had to cut back on spending. In Canada, we also have the problem of the lack of a pipeline to move our product.”

Projects, especially oil sands, take four to six years to build, including a regulatory process, three or so years of construction and a year to get it started up, notes Masson.

“So, we haven’t been investing in new production for a few years now and right now the world is saying we need more oil,” comments Masson. “Canada, and many other parts of the world too, is not in a position to increase production because we cut back spending so much when COVID hit. We have the resources and we know how to produce it but it is going to take time for us to invest the billions of dollars required to increase production to meet the growing need now that everyone is starting to mobilize again after the pandemic. It’s hard to

predict the future but I think it looks like at least the next few months are going to be difficult.”

Pathways Initiative

Five companies in Alberta have joined an alliance called the Pathways Initiative with the goal of achieving net zero greenhouse gas emissions from oil sands

projects, where we can capture CO2 and transport it safely through pipelines and store it underground.”

One of the biggest challenges for fuel retailers will be knowing which technologies, whether it is biofuel, hydrogen, electric or gas, to bring into your business and how much to invest, states Masson.

“It just seems like there is going to be

Five companies in Alberta have joined an alliance called the Pathways Initiative with the goal of achieving net zero greenhouse gas emissions from oil sands operations by 2050.

operations by 2050.

“Between them, these companies control 90 per cent of oil sands production,” notes Masson. “We believe a big piece of this will be carbon capture and storage. In Alberta, we have a lot of reservoirs and we really understand geology. We know very well where we can put CO2 underground. We have the technology, and we’ve proven it in large scale commercial

a lot of change happening over the next couple of decades,” says Masson. “So, the fuel retailer will have a very interesting challenge. The industry has this really big challenge in the climate crisis. We have to change and yet we don’t have the technology in place to allow us to change without a big disruption to our economy and our lives. It’s very unsettled and that’s one reason oil prices are going up.”

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Biofuel

Although the interest in solar and wind power is strong, Masson says that because they can't be counted on if the sun doesn't shine or the wind doesn't blow and there aren't enough ways to store that type of energy, we are going to need oil and natural gas for some time yet. While he says he is not an expert on biofuel, which is produced from biomass, he thinks it is difficult to say whether it is going to make a significant difference in the industry.

Earlier this year, Parkland Corporation announced the co-processing of approximately 44 million litres of Canadian-sourced canola and tallow bio-feedstocks in 2020 with aims of increasing this to 100 million litres in 2021.

"Our refinery is focused on delivering the essential fuels our customers depend on, but with lower carbon intensity," says

"The petroleum industry has been discussing the store of the future concept for many years and, finally, true connectivity between the forecourt and in-store has allowed retailers to focus on the comprehensive customer experience," says Threlkeld. "But to focus on the customer experience, the retailer experience has to become smoother and that is being accomplished through process automation. The digital transformation has ushered in new solutions designed to drive efficiency while protecting margin, such as DX Monitor which reduces dispenser downtime and proactively detects maintenance needs. Technology designed to help retailers will ultimately flow through to benefit customers."

Technology evolves at such a rapid pace that no one company can stay ahead of every element, says Threlkeld, "but you can find partners like DFS who

Parkland's Burnaby refinery was the first facility in Canada to use existing infrastructure to co-process bio-feedstocks, such as canola oil and oil derived from animal fats, alongside crude oil to produce low carbon fuels.

Ryan Krogmeier, senior vice president, trading, refining and health, safety and environment, Parkland Corporation. "We continue to ramp-up our use of Canadian bio-feedstocks and scale our innovative co-processing capabilities."

Parkland's Burnaby refinery was the first facility in Canada to use existing infrastructure to co-process bio-feedstocks, such as canola oil and oil derived from animal fats, alongside crude oil to produce low carbon fuels, with the resulting fuels having less than one eighth of the carbon intensity of conventional fuels, states a press release from the company.

Customer Experience

Dover Fueling Solutions has been working passionately towards bold, forward-thinking technology to improve the customer experience, says Jen Threlkeld, senior product marketing manager, Dover Fueling Solutions (DFS).

"This concentrated effort lead to fuel industry solutions designed by fuel industry experts," says Threlkeld. "One of our biggest launches recently in North America is the DFS Anthem UX user experience platform. We have taken customer experience to the next level with a 27-inch touchscreen, which provides an interactive and engaging user interface at the dispenser."

The petroleum industry was overdue for a transformation, says Threlkeld.



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"DFS is keenly focused on technology because it is the lifeblood of fueling and convenience retail," says Threlkeld. "As technology changes, so do the opportunities. One big focus is on technology that simplifies, saves time and money, and improves efficiency and accuracy. Technology facilitates a seamless fueling experience, boots sales and improves security. Technology is what makes life better for our customers and their customers." ■

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Key Considerations When Planning a Gas Station Renovation

By Devin Mahaffey

As the owner of an independent gas station, you reach a point where you can't put off a major site upgrade any longer.



MAYBE YOUR BUSINESS is having challenges dealing with increased traffic. Perhaps you've noticed that your competitors are luring customers away with newer sites and a more comprehensive service offering or a renovation could be necessary to replace aging underground fuel storage tanks.

Because of the time, expense and inconvenience involved, it is vital to strategically plan your site upgrade to achieve as much possible. From a financial standpoint, it is far more cost effective to do all of the required work at once, as opposed to a piecemeal approach to renovation. Especially if upgrades require a short-term site closure.



Here are some factors to consider when planning a major upgrade to your fuel service facilities and infrastructure.

Do you require additional pump capacity?

If vehicles are starting to regularly line up, it may be time to take a look at expanding pump capacity.

What you can do will be largely determined by the size and configuration of your current site. An engineering firm can help you determine if you have the physical space to add more pumps – or if it is as simple as consolidating products from single product dispensers to multi product dispensers and optimizing the



dispenser layout to improve traffic flow. Many factors will come into play. This includes vehicular access and queuing, storage tank location and capacity, and adjacent facilities and infrastructure.

Design and engineering firms that specialize in retail fuel service can provide recommendations to help you increase fueling capacity so you can move through more customers and increase your revenue potential.

Is it time to replace fuel storage tanks?

Today's fiberglass tanks are built for long life, and are typically replaced when the manufacturer's warranty expires (generally 30 years). But many will opt to replace tanks earlier due to the need for increased capacity or changing fuel product needs.

Alternatively, there may be a requirement to upgrade from a single-wall fiberglass tank to a double-wall tank. This decision is often driven by stricter regulations (and obligations) associated with leak detection monitoring to minimize environmental risks.

Replacing fuel tanks will require a temporary site shutdown, as excavation and tie-in work will be required. On average, this will involve a closure of six or more weeks – which covers removal of the existing tank, installation of the new tank

and connection of fuel piping and electrical infrastructure. These timelines can vary depending on weather and environmental conditions.

Do you need to update your canopy and signage?

If you are replacing fueling systems or storage tanks, it provides a perfect opportunity to review the existing canopy structure and roof system, which can often be neglected. You can determine if upgrades to the canopy layout or a replacement would be beneficial to achieving your long-term business goals.

New canopy signage can be incorporated to make your business more visible to traffic, day or night. Additional lighting is proven to make customers feel safer after dark. As well, switching to a modern LED lighting system will have a noticeable impact on your energy bill.

Is now the time to put in infrastructure for an EV charging station?

With more and more electric vehicles (EV) being developed and sold across North America – including pickup trucks and sports cars – there is going to be increased demand for EV charging stations.

The Government of Canada has set ambitious targets for the sales of zero-emission vehicles (ZEVs). By 2025, they will require 10 per cent of all light-duty vehicles to be ZEVs. This jumps to 30 per cent by 2030 and 100 per cent by 2040.

Installing the necessary infrastructure for an electric vehicle charging station is extremely costly. It is always more economical if built-in at the time of construction, or as part of a larger site renovation.

There are a few questions to ask before deciding to install an EV charging station:

1. *Do you have something to keep customers occupied while the vehicle is charging?*

Level two charging technology runs on an AC current. It takes approximately an hour to provide enough charge to provide 25-40 km of range. DC Fast Charging technology is capable of providing an 80 per cent charge within 20-30 minutes.

Customers will need something to occupy their time while waiting for a charge. Gas stations that have a sit-down restaurant or coffee shop, or those located next to shopping will have a leg up.

2. *Does the demographic justify it?*

Before committing to EV charging, you'll need to determine if your gas station is in a neighbourhood with high EV ownership, and if you are on a route where people will need a charge. Remember, most people will be charging

vehicles overnight at home or during the day in urban parkades.

3. *Do you have the required power capacity?*

EV charging stations draw a significant amount of power. Your engineering firm will need to determine if you have sufficient capacity or if you will require an electrical service upgrade.

Are there any convenience store upgrades worth pursuing?

Generally, interior renovations to a convenience store can be done at any time, and staged in a way that you won't



Installing the necessary infrastructure for an electric vehicle charging station is extremely costly. It is always more economical if built-in at the time of construction, or as part of a larger site renovation.

have to close down for business. If you are in the process of upgrading the exterior, it gives you an opportunity to take advantage of the construction window to avoid inconvenience to customers. You may also be able to save money by hiring contractors to do interior and exterior construction together.

Set yourself up for success

Moving forward on a major site upgrade requires a small degree of courage and a great deal of commitment. Make the most of your decision, so that when you re-open, both you and your customers will feel it was all worth the wait. **■**

Devin Mahaffey is president and project director of CTM Design Services Ltd. Devin has nearly 20 years of project management and architectural design experience.

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Celebrating 30 Years of Innovative Structures





By Ed Kammerer

As Essential Businesses, Keeping Canadian Fuel Sites Operating is Critical

The global Covid-19 pandemic turned a bright spotlight on businesses deemed to be “essential,” making heroes of those who continued to operate, especially in the early months of 2020, so that there was as little interruption in necessary services as possible as the full scope and reach of the pandemic was still being determined.

IN REALITY, THOUGH, THERE HAVE ALWAYS been essential operations, entities like hospitals, schools, government buildings and businesses that must be kept running during times of stress or emergency.

For instance, not many may know, but in Canada, fuel retailers that operate along the 400-series network of inter-province controlled-access highways are required to have systems in place that will allow them to continue operating even if power is lost in their area, such as during a severe winter snowstorm. If a station is unable to operate for longer than a prescribed period of time, say 72 hours, it's possible that the site operator will be written up for a code violation and subject to a corresponding fine for non-compliance.

To ensure that they are able to continue operating if or when a state of emergency has been declared, these fuel sites, along with other essential businesses, will typically install a diesel-powered backup-generator system to provide electricity should there be an interruption in the power supply. In this case, the fueling site, for example, may have up to a 75,000-liter (20,000-gallon) tank installed either above ground or underground that is used to store diesel fuel dedicated for use with the backup generator. Between the storage tank will be a >>



The need for emergency backup systems at many businesses and governmental institutions, along with the strict tenets of CSA B139, requires the creation of an emergency-fuel storage and supply system that will not only perform when needed—which, in some cases, may be after it sits idle for numerous years—but will do so in a safe.

750-liter (200-gallon) day tank to which the diesel fuel will be fed through a supply line when the generator is in use. An overflow return line is also used to prevent the tank from exceeding its capacity as it is being fed.

Many fuel retailers have diversified their operations such that they also serve as suppliers of fuel. In this case, they may have supply contracts with the hospitals, schools and government buildings that must be kept operational at all times. This means they may not only be delivering diesel for backup generators, but also fuel oil for use in boilers and water heaters that are used to provide heat and hot water to the essential buildings.

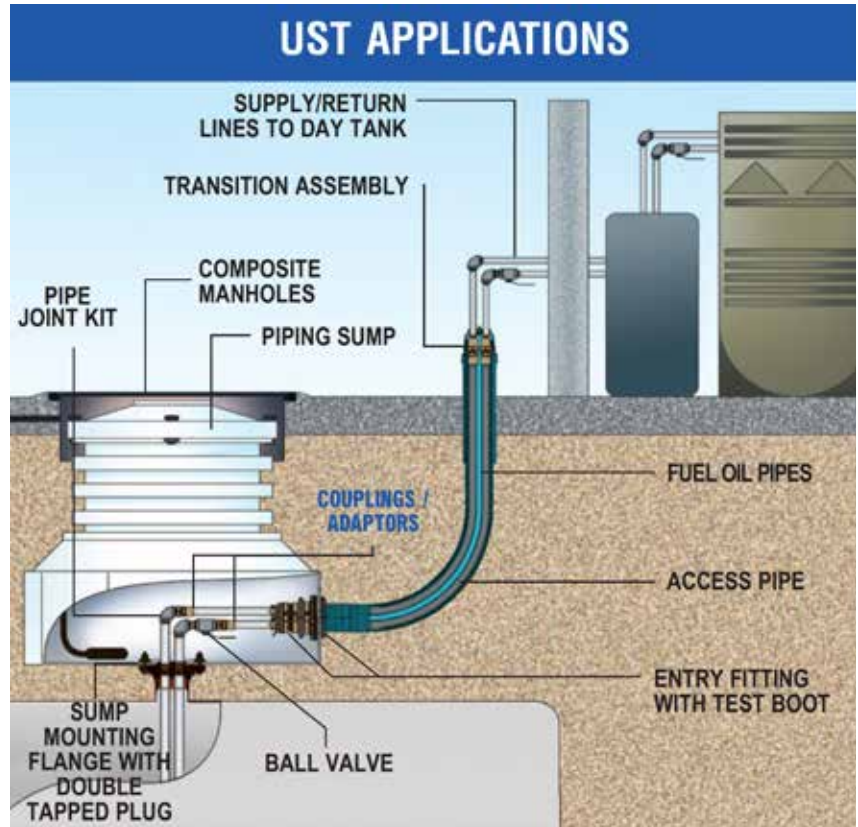
In 1957, the CSA Group, a global non-profit organization dedicated to standards development, testing, inspection and certification for public and private-sector industries, created standard CSA B139, “Installation code for oil-burning equipment,” which was updated for the 10th time in 2019 and is dedicated to laying out standards supporting the safe operation of oil-burning equipment. This standard specifies requirements for the installation of large oil-burning equipment, particularly when is used

in water-heating and power-generation applications that feature stationary or portable oil-burning equipment, including boilers, water heaters and stationary internal-combustion engines (i.e., generators) used in emergency-power situations. CSA B139 also provides standards for the installation or altering of ancillary equipment, including piping and tubing systems, control devices, venting systems, and underground supply tanks, aboveground outdoor tanks and aboveground tanks installed inside buildings.

In Case Of Emergency

The need for emergency backup systems at many businesses and governmental institutions, along with the strict tenets of CSA B139, requires the creation of an emergency-fuel storage and supply system that will not only perform when needed—which, in some cases, may be after it sits idle for numerous years—but will do so in a safe, environmentally sensitive way when called upon. The design and operation of these emergency systems are also unique to the specific location, so there can be no “one size fits all” solution for these so-called

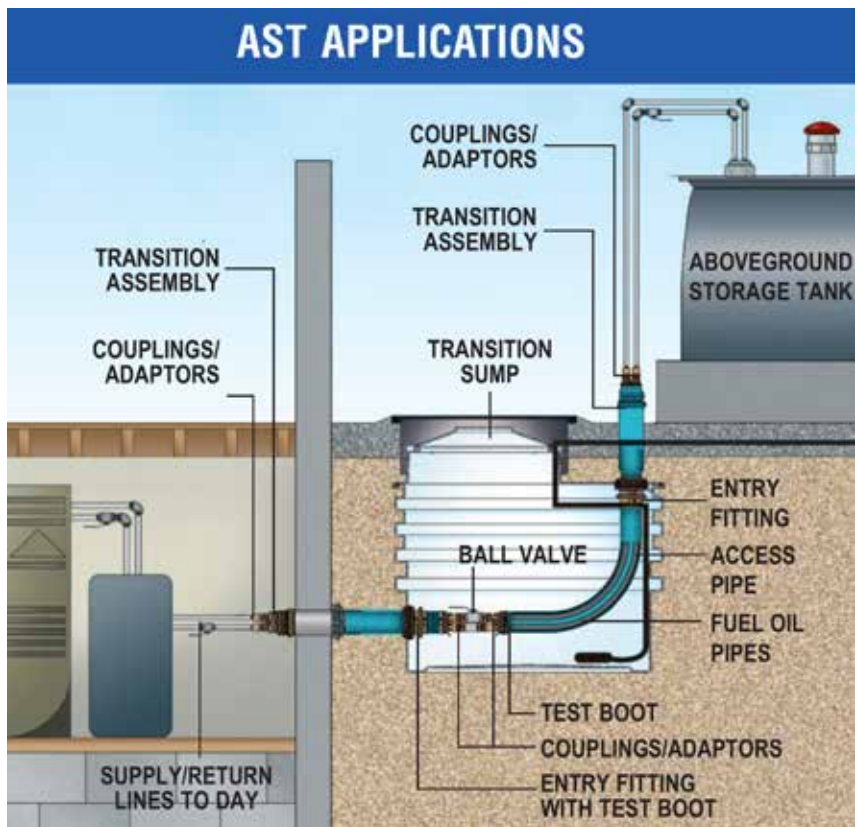
OPW Retail Fueling has designed its FlexWorks Fuel Oil Piping System to deliver a reliable supply of fuel for generators and boilers that are fed from remote aboveground and underground storage tanks.



“snowflake” installations. This means the operators of these places would be best served to identify and work with a supplier that can provide all of the necessary system components, which makes it easier to outfit unique system configurations.

OPW Retail Fueling, Smithfield, NC, realizing the importance of keeping essential businesses operating during times of emergency, and well aware of the pivotal role that diesel-generator sets and fuel-oil boilers play in these situations, offers its FlexWorks Fuel Oil Piping System for fuel oil and generator applications. This system has been designed to help deliver a reliable source of fuel supply for generators and boilers that are fed from remote fuel tanks.

A typical setup features a 3/4" supply line and a one-inch overflow return line that run from the remote above ground or underground storage tank (AST/UST) to the emergency generator or boiler day tank. Both lines are inserted into a common FlexWorks flexible access pipe that provides retractable access to the fuel lines. The supply and return-line piping is connected to the generator/boiler and AST/UST via a



double-entry boot fitting.

FlexWorks flexible piping excels in these types of applications for several reasons:

- Its increased flexibility lowers the amount of force that is required to bend the pipe, making it easier to fit the parameters of the site's configuration, which also makes installation quicker and easier, especially in cold weather;
- The FlexWorks piping system is installed in continuous runs where all fittings are contained in containment chambers; this helps eliminate buried fittings, couplings or joints in the ground and therefore helps protect against accidental leaks into the environment;
- The pipe coupling or fittings are made of stainless steel to be compatible with any type of fuel and to withstand harsh Canadian environments both above and below ground;
- The fuel oil or diesel piping can be

installed in an access pipe that gives it the ability to be replaced, removed or repaired without the need to dig up the ground or disrupt the business to which it is supplying fuel and backup power; and

- An enhanced Kynar fluoropolymer liner makes the piping denser and more permeation resistant to any type of fuel and carries the ULc listing.

Finally, the FlexWorks piping system has been engineered to be compatible with OPW's complete lines of tank sumps, transition sumps, manholes and other ancillary components that may be needed to fit the demands of the specific installation, making it a "one-stop shop" that will ease the demands of system design, installation and operation.

Conclusion

For essential businesses, it is critical that they can operate when called upon, even under extremely challenging circumstances. In Canada, this includes

fuel-site operators that are situated along the nation's most vital roadways or supply fuel to other essential businesses. OPW Retail Fueling recognizes its importance and is able to help ensure that any and all essential functions requiring a diesel-powered generator or ready fuel oil supply are not compromised through its FlexWorks Fuel Oil Piping System, with all of the components meeting the requirements of the CSA B139 standard regarding optimized safety and reliability, and efficient and cost-effective operation of all oil-burning equipment. **[9]**

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. OPW delivers product excellence and the most comprehensive line of fueling equipment and services to retail and commercial fueling operations around the globe. For more information on OPW, go to opwglobal.com.

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By Angela Altass

Guidelines for Security Camera Use

Security cameras can play an essential role in protecting a business and will help mitigate potential losses, says Shaan Alikhan, team leader, new business, property and hospitality, Zensurance.

“CONVENIENCE STORE AND CARWASH OWNERS should have security cameras in conjunction with monitored central station Underwriters Laboratories of Canada (ULC) approved alarms on the premises to protect their properties,” says Alikhan. “Security cameras will act as a good deterrent in reducing the potential for theft and break and enters. In addition, security cameras can play a vital role in investigating a claim. In the insurance industry today, insurance companies may not provide commercial property coverage without knowing that certain minimum levels of security are in place, including, but not limited to, monitored central station ULC approved alarms and security cameras.”

When assessing a business before providing a quote, insurance companies also analyze the moral behaviours of the business owners, looking for moral hazards, states Alikhan.

“With high-quality security systems and cameras in place, the insurance companies will feel more comfortable providing a quote knowing that the business owners are doing their best to protect the business,” says Alikhan. “At times, this may also lead to a reduced premium.

Generally, security systems must be ULC compliant to meet the insurance company’s minimum standards. Ensuring their security systems and cameras meet the needs of the convenience store or carwash and are suitable for that business will assist in protecting the business.”

Store owners need to take the necessary steps to protect their properties and make it more difficult for criminals to break in, says Alikhan.

“Store owners should always look to protect their properties as if they do not have insurance coverage,” states Alikhan. “Insurance coverage is becoming increasingly essential for all businesses. We strongly recommend that business owners seeking to purchase substantial and relevant insurance coverage ensure that all security systems and cameras they have installed are appropriate for the property, fully up-to-date and of the highest standard. Security cameras are very much like insurance coverage. They are purchased for a fixed cost to protect a business from unknown losses.”

The Office of the Privacy Commissioner of Canada has guidelines available for use of video surveillance.

“Our office is responsible for overseeing

10 THINGS TO DO WHEN CONSIDERING, PLANNING AND USING VIDEO SURVEILLANCE

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1

Determine whether a less privacy-invasive alternative to video surveillance would meet your needs.

2

Establish the business reason for conducting video surveillance and use video surveillance only for that reason.

3

Develop a policy on the use of video surveillance.

4

Limit the use and viewing range of cameras as much as possible.

5

Inform the public that video surveillance is taking place.

6

Store any recorded images in a secure location, with limited access, and destroy them when they are no longer required for business purposes.

7

Be ready to answer questions from the public. Individuals have the right to know who is watching them and why, what information is being captured, and what is being done with recorded images.

8

Give individuals access to information about themselves. This includes video images.

9

Educate camera operators on the obligation to protect the privacy of individuals.

10

Periodically evaluate the need for video surveillance.

>>

compliance with the *Personal Information Protection and Electronic Documents Act* (PIPEDA), Canada's federal private-sector privacy law, which applies to the collection, use and disclosure of personal information in the course of commercial activities," says Vito Pilieci, senior communications advisor, Office of the Privacy Commissioner of Canada. "We would note that three provinces, British Columbia, Alberta and Quebec, have enacted private-sector privacy laws that would apply to retail stores and carwashes in those jurisdictions."

Organizations employing video surveillance should establish a retention period that identifies how long the information needs to be kept, says Pilieci.

"When the data is no longer required to fulfil the identified purpose, it should be destroyed, erased, or made anonymous," says Pilieci.

The *Guidelines for Overt Video Surveillance in the Private Sector* states that the use of video surveillance by private sector organizations has exploded in recent years. The guidelines apply to overt video surveillance of the public by private sector organizations in publicly accessible areas. They do not apply to covert video surveillance conducted by private investigators on behalf of insurance companies, nor do they apply to the surveillance of employees.

"As technology has evolved and costs have fallen dramatically, video surveillance is increasingly accessible to a large range of organizations," says the guidelines. "Security and crime control concerns are the most common motivating factors for the deployment of video surveillance cameras. Retailers use cameras in hopes of deterring thefts and identifying suspects. Some retailers conduct video surveillance to analyze consumer behaviour: which store aisles they frequent, where they stop, and what products they examine."

The guidelines of the Office of the Privacy Commissioner of Canada state that most privacy laws require organizations conducting video surveillance to post a clear and understandable notice about the use of cameras on its premises to individuals whose images might be captured by them, before these individuals enter the premises.

"This gives people the option of not entering the premises if they object to the surveillance," states the guidelines. "Signs should include a contact incase individuals have questions or if they want access to images related to them. Individuals have the right to access images relating


to them. When disclosing recordings to individuals who appear in them, the organization must ensure that identifying information about any other individuals on the recordings is not revealed. This can be done with technologies that mask identity."

Information collected through video surveillance should only be used for the purpose that surveillance is being undertaken or for purposes that are permitted by law.

"There are a number of situations where it may be reasonable to expect video surveillance to take place, for example, for security purposes around banking machines or inside convenience stores

in high-crime areas," says the guidelines. "The video surveillance system should be set up and operated to collect the minimum amount of information to be effective. Sound should not be recorded unless there is a specific need to do so. An organization using a video camera that captures sound needs to consider the *Criminal Code* provisions dealing with the collection of private communications."

Further information on the Office of the Privacy Commissioner of Canada and the guidelines for video surveillance is available at www.priv.gc.ca.

Further information on Zensurance is available at <https://www.zensurance.com/>. 



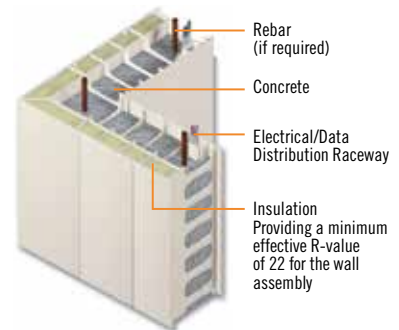
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NCR Completes Transaction with Cardtronics

ATLANTA--(BUSINESS WIRE)--NCR Corporation (NYSE: NCR), a global enterprise technology provider, recently announced that it has closed its transaction with Cardtronics (NASDAQ: CATM).

"We are pleased to reach today's milestone and to be one step closer to combining our two outstanding companies," said Michael D. Hayford, president and chief executive officer of NCR. "This combination will accelerate our NCR as a service strategy and enhance our ability to provide technology solutions and capabilities that run our customers' businesses."

Cardtronics is now a wholly owned subsidiary of NCR. NCR can begin integration after regulatory approval from the Competition and Markets Authority of the United Kingdom.

On January 25, 2021, NCR and Cardtronics announced that they had entered into a definitive agreement under which NCR would acquire all outstanding shares of Cardtronics for \$39.00 per share in an all-cash transaction with an enterprise value of approximately \$2.5 billion, including debt. The transaction is expected to be accretive to NCR's non-GAAP EPS in the first full year following the close of the transaction.

National Carwash Solutions to Acquire Zep Vehicle Care

GRIMES, Iowa--(BUSINESS WIRE)--National Carwash Solutions ("NCS"), the world's premier provider of end-to-end carwash systems, services and solutions, recently announced that it has signed a definitive agreement to acquire Zep Vehicle Care ("ZVC") from Zep, Inc. ZVC's offerings will enhance NCS' chemicals brands, helping advance its mission to provide customers industry-leading complete carwash solutions and services.

ZVC's commercial carwash chemical offerings, marketed under well-known brands, including Armor All Professional, Blue Coral, and Rain-X, will complement NCS' existing products to provide customers with the broadest selection of carwash chemicals. These products will be additive to NCS's comprehensive equipment and service offering, including MacNeil Wash Systems, Ryko Solutions, TSS products and services and Vacutech Vacuums. ZVC also brings its PurClean water management and reclamation equipment brand to the combined entity.

"We are thrilled to welcome the Zep Vehicle Care team to NCS," said Mike Gillen, CEO of NCS. "ZVC's beloved products are a great fit with our chemicals offering and will enhance our ability to provide carwash operators with a superior

selection of chemicals, equipment, and solutions. We're also excited for this opportunity to provide operators with an easy, integrated sales and service experience with the best talent in the industry."

"I want to thank Dan and the Zep organization for their leadership and support over the years," said Greg Heyer, chief commercial officer of ZVC. "The ZVC and NCS organizations are a great fit, with similar cultures, best-in-class brands, and a focus on delivering the exceptional end-to-end solutions our customers demand. We look forward to joining the NCS family."

"We are excited to watch ZVC continue to thrive within the NCS organization," said Dan Smytka, CEO of Zep, Inc. "We look forward to collaborating with NCS to ensure a seamless transition for customers and employees."

Gillen will continue to serve as CEO of NCS, Heyer will lead the ZVC business, and executives from both NCS and ZVC will take on leadership positions. Berkshire Partners, an existing investor in NCS, will be the majority owner of the newly combined organization. Zep, Inc., a leading innovator and manufacturer of maintenance, cleaning, and sanitation solutions, is majority-owned by New Mountain Capital.

Terms of the transaction, which is subject to customary regulatory approvals, were not disclosed.



ISTOBAL USA Attends NACS Show to Consolidate its Growth in the Petroleum and Convenience Store Sector with its Transformable Rollover

ISTOBAL USA attended the NACS SHOW in Chicago in October to consolidate its growth in the petroleum and convenience store sector with its transformable rollover ISTOBAL FLEX5. So far this year, deployments of this model increased by 28 per cent over 2020 thanks to its flexibility to meet carwash needs, present and future, without significant additional investment. At the show, ISTOBAL USA showed

customers and visitors the reasons why the FLEX5 is the most popular ISTOBAL technology in the US in service stations, professional retail carwashes and c-stores alike. In the five-brush configuration, the machine is particularly preferred due to its speed and wash quality.

The FLEX5 is the first and only transformable rollover in the market capable of responding to increased carwash needs without replacing machines. The FLEX5 was conceived to be re-configurable from a three-brush unit to a five-brush unit in just one working day, thus increasing capacity and throughput at the facility. Its flexibility and versatility allow for many different configurations. It can be configured in a three or five brush unit, as a touchless rollover, a hybrid model, or as a combo option. The FLEX5 allows customers to choose the wash they want - friction with three or five brushes, touch free or a combination of both.

In its five-brush presentation, the FLEX5 improves carwash performance, and it is specially targeted to customers who need faster wash processes. It provides

up to a 30 per cent reduction in wash and dry times when compared to a three-brush configuration.

Growth at a good pace despite the pandemic

Despite COVID-19, ISTOBAL USA business grew by 18 per cent over the last year and a half. The new subsidiary CEO, Juan Moncada, estimates sales to continue growing in 2022. According to Moncada, "the expansion is mainly due to the efficiency and dependability of ISTOBAL's equipment, and the value we provide to gas stations when adapting to the ever-changing market trends of today".

Additionally, he points out that "during the pandemic, our sales, technical & supply chain teams partnered with our valued distributor network to maintain excellent market coverage and continue to uncover our customers' needs with pinpoint accuracy. Having a clear understanding of what our customers and end consumers want, allows us to deliver the tailor-made solutions they deserve, while maximizing our customers' ROI".

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