

MAY/JUNE 2022

CARWASH DRYERS: INNOVATION DRIVES BUSINESS



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PROTECTING THE ENVIRONMENT

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Upcoming Events			
<p>June 15, 2022 2022 Maritimes Golf Classic Glen Arbour Golf Course, Halifax, NS (902) 880-9733 www.theacsa.ca</p> <p>September 22, 2022 Newfoundland and Labrador Golf Classic Clovelly Golf Course, St. John's, NL (902) 880-9733 www.theacsa.ca</p>	<p>September 22, 2022 CICC Newfoundland and Labrador Golf Classic Clovelly Golf Course St. John's, NL (902) 880-9733 www.theacsa.ca mhammoud@convenienceindustry.ca</p> <p>September 27-29, 2022 CICC National Convenience Industry Summit Omni King Edward Hotel, Toronto, ON (647) 461-8068 www.convenienceindustry.ca cjimenez@convenienceindustry.ca</p>	<p>October 1-4, 2022 NACS Show 2022 Las Vegas, NV www.nacsshow.com</p> <p>October 1-4, 2022 PEI Convention 2022 Las Vegas, NV www.pei.org</p> <p>November 8, 2022 Retail Convenience Awards Halifax Convention Centre (902) 880-9733 www.theacsa.ca</p>	<p><i>Women in</i> CARWASH</p>  <p>June 20-22, 2022 6th Women in Carwash™ Conference Niagara Falls, Ontario www.womenincarwash.com Brenda Johnstone 204-489-4215</p>

Hello Spring



Spring in Canada! As an early spring blizzard blows across the prairies, the east coast is battered by winds and rain, and the west coast, well, they got hail, and we're all waiting for the warm days with the scent of apple blossoms. Hmmm, what a year already.

Recently we returned from a road trip to Arizona. We drove through ND, SD, MN, IO, OK, TX, NM, CO, CA, and AZ, and across all of these states, there was one constant at every gas station and convenience store that we stopped: Great customer service!

Customer service is top of my list, as I'm sure it is for you. The person at your front counter is the face of your store. What about the front counter? What's on it? More than ever, local companies need the support of local stores to help them sell their wares. This edition offers you insights into artisan products and supporting local small businesses within your business.

There are so many considerations for offering better services for your customers, such as mobile payment options, postal services, photocopying, etc.

How are you communicating with your customer base....or are you? Tell your customers what you're doing, what you're offering for daily or weekly specials, and then your point of purchase displays. These can help operators draw in new business, reward loyal customers, and ensure that yours is the one store your customers know they can rely on for consistency.

After two summers of isolation, and with summer just around the corner, Canadians will be heading out on the road to new destinations. This is your opportunity to offer something new for their road-snacking cravings. Read on for ideas on pre-made and made-to-order meals and hot beverages.

And don't forget the cars! Dryers and vacuums are a few details that operators with carwashes need to ensure are clean and ready for the busy summer rush as customers return from cottage trips and may have a front grill full of bugs and floormats full of beach sand. It's never too late to spruce up your washes.

Great White Car Wash is featured in our WashTalk this issue. Located in the Calgary area, this is one wash that you'll want visit.

We hope that you enjoy this edition and as always, my business is your business and that our open door policy to your valuable feedback is more important than ever. As we begin our 15th year of publishing, I remain grateful to you, our readers, and our advertisers, for without you we would cease to be. Thank you for your comments and your participation in the editorials and feature articles, you are appreciated.

If you have a story idea or would like to have your store or site featured in an upcoming edition, please email editor@convenienceandcarwash.com

Brenda Jane Johnstone
Publisher

JUNE 20-22, 2022

International Conference Niagara Falls Ontario

Our upcoming **Women in Carwash** conference will be held at the beautiful **Marriott Fallsview Hotel & Spa** in Niagara Falls, Ontario

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 five **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.

Join colleagues from across North America as they share, learn and grow together.

For more information and to register please contact:

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Equipment Requires Maintenance

Whether you are operating a convenience store or a carwash business, equipment is a key component of your day-to-day operations. In this issue of *Convenience & Carwash Canada*, we have included articles about various types of equipment.

Carwash dryers are an important part of the carwash industry. Learn about new innovations that are driving the business of drying cars and how companies are finding ways to minimize noise and increase energy efficiency.

Convenience stores rely on coolers, fridges and freezers for everything from providing ice, storing beverages for thirsty travelers, and playing a key role in everyday sales and food-service offerings. Maintaining refrigeration equipment has become more challenging with recent supply chain issues. Read about how suppliers are meeting these challenges and how to choose the best equipment for your business.

Hot Beverage equipment also needs to be properly maintained. Hot beverage purchases have changed over the pandemic. Be sure to keep up-to-date and informed on what your customers are looking for when it comes to hot beverages and make sure you have the equipment that meets their needs. The same old pot of coffee that you offered before the pandemic might not hit the mark with people as they start to venture out after years of lockdowns and isolation. Quality is an expectation that will drive traffic to your door.

Customers want to know the equipment in your business is well maintained and clean, with no exceptions. The pandemic has taught them to proceed with caution and a bad experience could end up making your store a viral sensation for all the wrong reasons.

At a time when supply chain issues are making replacing and maintaining all kinds of equipment more challenging than ever, keeping informed on what is available is crucial. Stay in contact with suppliers and see how they can assist your business in making the right equipment decisions for your particular store and location.

Angela Altass
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AWARDS





Salads: Veggie-centric Cool Crisp Profits

By Meline Beach

You don't have to be vegan or vegetarian to enjoy a medley of plant-based ingredients showcased in a freshly made salad.

With a little creativity, you can top it with nuts, seeds, eggs, beans, cheese, fish, or meat to add some protein to the mix. Drizzled with dressing and you have yourself a work of art that's cross-cultural, colourful, flavourful, and suitable for any occasion as a side dish or meal by itself.

Many c-stores include salad as part of the foodservice program. Made fresh on order or available as a grab-and-go option from the cooler, salads are a year-round simple or complex culinary creation of choice for countless consumers.



Fresh is best

"Salads are a great way to attract new customers," says Joseph Belcastro, general manager of Classic Group of Companies. With roots dating back to 1962 and four divisions serving the foodservice industry, Classic Group knows a thing or two about fresh salads. "Fresh is the most important thing when bringing salads into the market. Green lettuce, fresh vegetables, and great presentation. Ask your distributor if they have ready-made salads, but if not, then inquire with a local commissary."

Classic Group's salads have a three-to-five-day shelf life to ensure optimum freshness. Salads, especially green leaf varieties, are very delicate. Maintaining a consistent fridge temperature is also key, especially in the summer months.

Ping Tan, owner and operator of Tanny's Convenience in Matheson, Ontario, has been serving salad as part

of her foodservice program for several years. She orders her salad fixings from Gordon Food Services, a family-operated, North American foodservice distributor, established in 1897, and assembles her menu items in her store's newly expanded kitchen. Fresh produce, including deli leaf lettuce, is one of the many salad ingredients they offer, noting that some foods require time and temperature control to safely avoid bacterial overgrowth and the spread of food-borne illness.

"Fresh presentation is very important," says Tan, who discards any salads that don't sell within two days. "We focus on fresh and clean ingredients and our customers prefer we keep it simple, not fancy."

Infinite variety

"When it comes to salad, everything is fair game," says Troy Boyko, director of sales at Gordon Food Service. "Put

a cheeseburger on a salad, now it's a cheeseburger salad. It's really up to a chef's creativity that defines what goes in a salad. The possibilities are endless."

Garden, Greek, Caesar, coleslaw, macaroni, potato, and fruit salad are just a few of the varieties that Tan serves fresh regularly. The most popular is her chicken Caesar salad wrap which appeals to the miners and office workers who represent a high percentage of her customer base and frequent her store before their shift or during their lunch period. Tan makes a couple of portions (sized small and large) of three to four different kinds of salads daily as grab-and-go options displayed in the cooler. Their snack pack of fresh-cut vegetables with ranch dressing is also popular with customers.

Classic Group, through its Classic Touch Foods division, has a team of well-trained professional chefs who focus on exceptional flavour and innovation, >>



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including menu customization and development for customers across whole-sale/retail outlets, including convenience stores.

"We offer grilled chicken Caesar salad, garden salad, Greek salad, chef salad, fruit salad, potato salad, Italian pasta salad, marinated bean salad, and quite a few others," says Belcastro. "Our most popular are grilled chicken Caesar, Greek, chef, fruit, and potato salads."

In terms of seasonal preferences, Belcastro says their green leaf salads are very popular through the spring and summer seasons but slow down in the fall and winter months. "A rotation that

includes other salads, such as potato salad or pasta salad is more beneficial."

Placement, marketing, and promotion

When it comes to boosting sales, Belcastro advises that salads are placed in a position easily seen by customers. "They need to be promoted and easily accessible. Without promotion, a customer may never know that they're there and if they're surrounded by drinks and other items then they can get lost in the shuffle."

Prominently located in an open area of her store, Tan's foodservice counter is

clean and visually appealing. She leverages her store's website, Facebook page, and in-store communications, including a chalkboard menu and TV monitor as a means of promoting her foodservice program with customers. Consider posting good quality photos of your salad offerings, along with encouraging customer testimonials. With limited budgets available, word-of-mouth advertising is the best form of endorsement.

Knowing your customers is an important factor when marketing to their needs. Features like low-fat or fat-free, low-sodium, low-carb, or cholesterol-free might be of interest. As food is a big part of our everyday lives, showcasing fresh food effectively sparks interest, builds appetites, and creates loyalty.

For a suggested retail price of \$6.99 to \$10.99, salads are a profitable item for c-stores. With good quality fresh ingredients, the right level of variety and customization, ideal in-store placement, along with effective marketing and promotion, customers will know where to go for their fresh veggie fix. **19**

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.



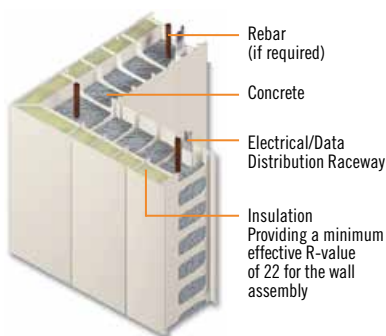
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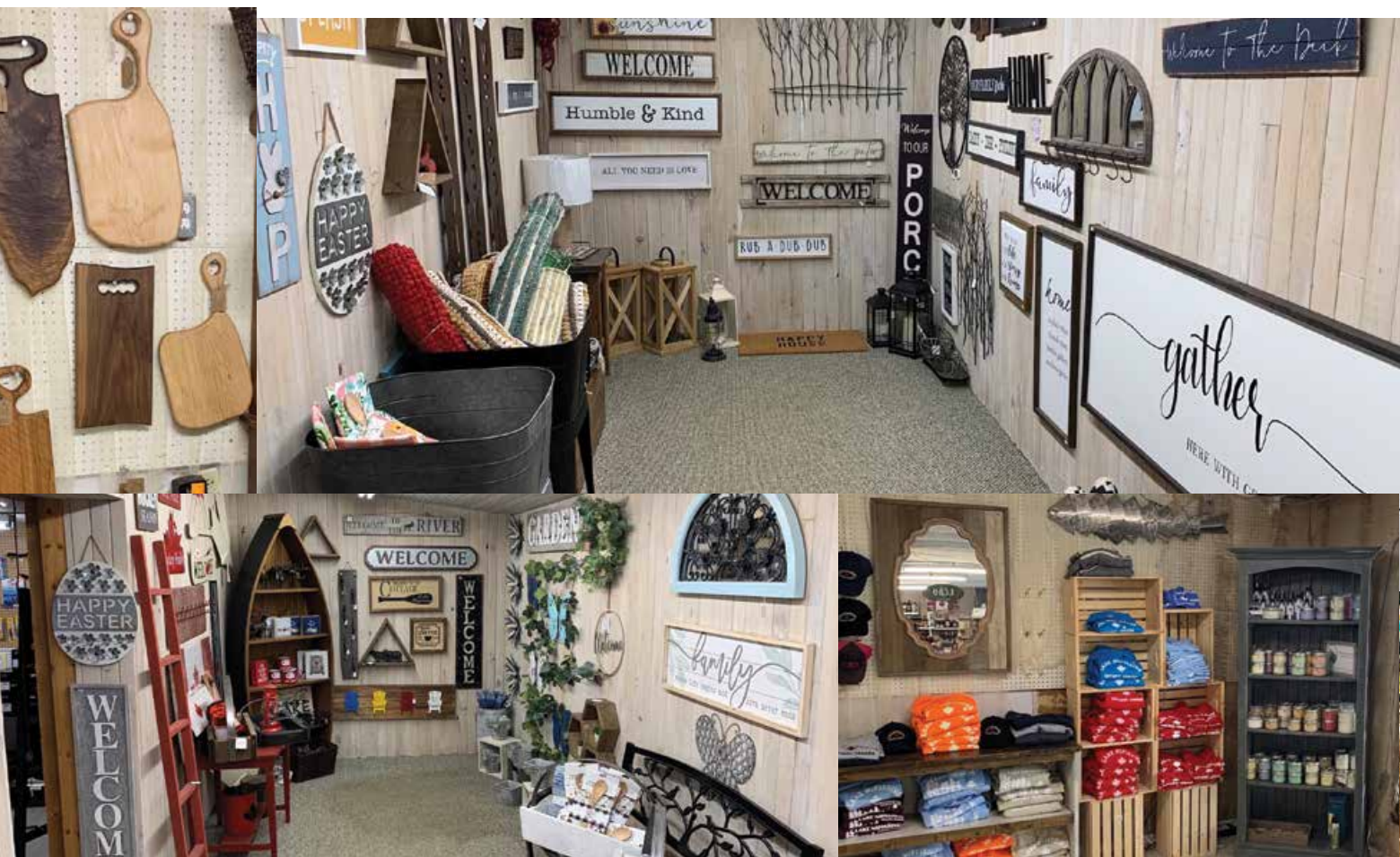


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South Shore Centre General Store, Callander, ON

Artisan Products Sold Here

By Meline Beach

One thing the pandemic has taught us is the importance of buying local and supporting local businesses. Buying local is not only a great way to be environmentally friendly, but it also helps create jobs, support and strengthen the community and stimulate the regional economy.

The pandemic has also encouraged many people to seek or hone their craft and try their hand at creating something artistic of value – be it baking, jewelry, jams and preserves, photography, paintings, sewing, woodworking, soaps, and candles. Artisans, as craftspeople, find beauty in their work – from process to finished product. While artisans often work in small batch volumes, one of their biggest challenges is seeking and selling to an audience base to generate a revenue stream. While not all that common, some C&G retailers and artisans are finding their perfect match in working together.

A retailer's perspective

Andy and Tiffany Southall from Callander, Ontario own and operate the South Shore Centre General Store and LCBO Convenience Outlet. Since taking ownership in 2019, the Southalls have remained active in sourcing new products that would appeal to their customer base. In addition to traditional convenience store items, they sell their custom-made t-shirts

and sweatshirts that feature unique sayings, as well as artwork, woodwork, photography, and candles from local artisans.

“It’s a win-win situation,” says Andy. “Local artisans have an outlet to feature their product and the retailer benefits in selling unique items that appeal to a diverse customer base while being supportive of independent artists.”

Approximately 10 per cent of the South



Sunny Corner General Store, NB

“Selling locally-made items is a great message and helps drive sales,” says Andy, who encourages all retailers to consider the opportunity to support local artisans.

Locally made lures, Sunny Corner General Store, NB



Shore Centre General Store's floor space is dedicated to artisan items, displayed in different cabinets, hutches, and shelving units. Andy credits his wife, Tiffany, who's often influenced by decorating shows featuring on HGTV, for "having an eye and a knack for seeing stuff that can sell." Artisan items sold at their store range at prices from \$6 to \$90 and feature candles, framed photos on canvas, fishing lures, and cutting boards – to name a few.

According to Andy, there are two options in how they choose to work with artisans. The first of which is keeping a percentage of the sale price, often 10 per cent, for the store. This arrangement is typically reserved for artisans they haven't worked with as a means of testing out their product, for an average of six to nine months. "Some things work and some don't," says Andy. "At some point after a few months, we contact the artisan, and together, we decide on what to do next. Sometimes product rotation, including moving items to the front of the store, helps drive sales."

The second arrangement involves the retailer purchasing the artisan's items at wholesale cost, thereby keeping all the proceeds. "This arrangement is dedicated to artists of trusted products that are known to sell well," says Andy. "We buy Mud Dog Creek Farm products at wholesale pricing. These locally-made artisan products have a good following and their candles are popular at our store."

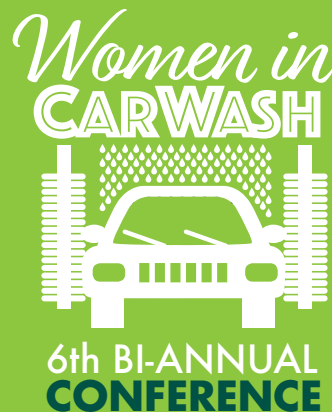
In terms of advertising, Andy states that local artists typically market their products and encourage people to come to the store to buy them.

"Selling locally-made items is a great message and helps drive sales," says Andy, who encourages all retailers to consider the opportunity to support local artisans.

Kathy Astle, owner and operator of Sunny Corner General Store in Sunny Corner, New Brunswick, is happy to sell artisan items as a way of supporting the local community. "Many artisans have come to our store and asked if we would be interested in selling their product," says Kathy, whose store is located in a small-knit community a few kilometres from Miramichi. "We used to have a home décor section, but with our demographics, we changed to a fishing and hunting line that serves us well. We sell local fishing flies and make a small >>

JUNE 20-22, 2022

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What some of our January 2022 conference attendees had to say!

The Women in Carwash conference was great, and so much fun! I attended the virtual event last year and just knew that the in-person event would be amazing, and it was! You all killed it!

Savannah Rollo
GO Car Wash

I loved all of the speakers! Honestly, I'm feeling inspired and a part of something BIG! I loved Sandy's story and knowledge.

Charlotte O'Connor
Town Wash Holdings

So amazing! Thank you. Loved the diversity of topics.

Iona Kearney
Speedy Sparkle Car Wash

I enjoyed the entire event, very educational, no disappointments.

Natalie Humphrey
Ultra Clean Car Wash

Thank you for a wonderful event- I am so thoroughly impressed and it was much better than I anticipated even though I knew it would be GREAT. So just Wow- thank you

Melissa Pirkey
Assured Partners





percentage on the sale of those items.”

Kathy adds, “We also sell kindling from local wood and lip balm and cream made of locally-sourced honey.”

An artisan’s experience

Founded in 2014, John and Cari Davis affectionately named their homestead Mud Dog Creek after their rescue dogs, the Mud Dogs. Their mixed-use farm grows a variety of produce, fruits, and herbs using organic practices and principles. They sell a variety of eggs, including duck, chicken, goose, and quail, as well as non-consumable handcrafted products, featuring eco-friendly, renewable, sustainable, biodegradable premium 100 per cent natural soy wax candles, wax melts, and room and linen sprays – of which they sell at South Shore Centre General Store, the only convenience store to carry their products.

“The previous owners of South Shore General Store approached us after seeing our products at an event and we’ve been selling our candles there since 2015,” says Cari, who believes that being customers of the store helped with creating a sense of familiarity. “We’re thrilled that the new owners opted to move forward with continuing to carry our product.”

Cari credits the South Shore Centre General Store’s location as an advantage. “The store itself is quite busy due to its location and distance from other country stores,” says Cari. “Traffic is drawn in for the store’s convenience items, including lottery, LCBO, and the gift shop.”

Mud Dog Creek products, which range in price from \$6 to \$35, are sold on a wholesale basis to South Shore Centre General Store, where both parties make a fair profit.

Like many artisans, Cari leverages as many opportunities as possible to sell her products, including the North Bay

Cari credits the South Shore Centre General Store’s location as an advantage. “The store itself is quite busy due to its location and distance from other country stores,” says Cari.

Farmers’ Market, where Mud Dog Creek is a full-time, year-round vendor. “We also sell at seasonal artisan craft shows and have a few retail wholesale businesses we work with,” says Cari. “We utilize social media platforms and since the pandemic, we modified our website and started selling more online.”

In terms of advice to other artisans, Cari strongly emphasizes that quality communication is essential for all contacts regardless of size. It adds value to conversations about the pricing structure so the wholesaler understands their profits versus those of the maker. Cari also advises that both parties discuss a plan for advertising and what each will do for the store.

“I think it’s important that businesses like this be knowledgeable of the ‘shop local’ movement,” says Cari, who recommends the South Shore Centre General Store to others. “It adds value to find a balance between offshore items and locally produced items. The relationship between the two can be complementary.”

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.



Meeting the Requirements of Hot Beverage Equipment

By Angela Altass



Wilbur Curtis—Genesis—Bean To Cup Coffee Machine

Canadian consumers like their coffee and other hot beverages and they have high expectations when it comes to quality, taste, price, and the availability of their favourites as well as new flavour and drink options.

“Today’s consumers indicate they want high quality, good tasting coffee for a good value,” says Amy Brown, brand manager, SEB Professional. “Consumers also want variety, speed, as well as minimal touchpoints, as we saw during the pandemic. According to Allegra Project Café Canada 2021, the vast majority of Canadian consumers (90.5 per cent) indicate they drink coffee and 74.7 per cent do so on a daily basis.”

Today’s hot beverage equipment not only has to meet growing consumer expectations, but also take into account the challenges c-store operators face: Labour shortages, trip erosion, waste, and more, says Brown.

“While many things changed during the pandemic, it remains important for operators to not lose focus on keeping up with the maintenance of their hot beverage equipment,” says Brown. “A lot of operators knew that their volume was

down during the pandemic and as a result thought they could forgo certain aspects of maintenance. While some areas might be okay to delay given the reduced volume, one that is time bound is water filtration. If left unchanged, filters can actually begin to grow bacteria leading to potentially unhealthy situations. We don’t recommend forgoing any maintenance or don’t recommend that filters be used any longer than a year, regardless of how much water they’ve treated.”

SEB Professional recently launched some new coffee machine equipment, including the new WMF 5000 S+ Auto Clean, which serves espresso-based beverages, such as lattes, cappuccinos, and mochas. Their Curtis brand, which celebrates 80 years in 2022, offers the Curtis Genesis, which serves fresh bean-to-cup coffee and is suitable for small to medium-sized c-stores. Their Schaerer brand works well with large c-stores, utilizing telemetry services to help analyze trends across locations.

“Because single-serve machines dispense beverages with just a touch of a button via touchscreen, we saw demand during the pandemic,” states Brown.



WMF 5000 S+ Auto Clean, which serves espresso-based beverages, such as lattes, cappuccinos, and mochas.

"Additionally, much of our equipment boasts an automated cleaning process."

Consumer beverage equipment sales have been massive over the pandemic, states Daren Schwengler, president, Specialty Beverage Solutions (SBS).

"If convenience is going to capture these folks when they are out of the house, they need to ensure quality taste is there," says Schwengler. "Consumers have had two years to perfect their drinks and know what they like. If some convenience stores still want to sell belly wash, they will not see increases in sales whatsoever."

Specialty Beverage Solutions has seen increased demand for energy efficiency, better warranties and less initial outlay in cost, says Schwengler.

"SBS has developed relationships with financiers to offer lease to own options as well as rental options on equipment," says Schwengler. "We have some specialty coffee machines available now that come at a lower price point. The WMF 1100, for example, is a great unit for locations that are not super busy but still wish to capture the specialty coffee customer. We have found sales levels of coffee through our machines to be fairly even throughout the pandemic, but of

late increases are happening. There is a ton of excitement in the air and we are getting 50+ inquiries per day. We feel that 2023 is going to be an epic year for convenience."

Maintenance programs are important but convenience store operators need to watch out for shifty suppliers that are trying to make too much with maintenance agreements, states Schwengler.

"Listen to your supplier and if your supplier cannot comment or offer a maintenance program, they are the wrong supplier," says Schwengler. "Maintenance needs to be relative to the throughput of the piece of equipment with frequency of maintenance depending on how busy it is."

Technology always improves but the improvement is not always revolutionary, says Francesco Donnici, senior territory manager, Alfa Food Service.

"For convenience stores, we have automatic hot beverage machines, which are now more compact in size," says Donnici. "Operators really should study the equipment and know how to use it and how to clean it. We explain to our customers how to clean them and if don't do it, they end up having to call us for service. Make sure you make the >>

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time to properly maintain the equipment you are using.”

The pandemic affected c-store retailers’ ability to offer beverages, notes Judi Saliba, senior sales executive, national accounts, TFI Food Equipment Solutions.

“Depending on the jurisdiction, retailers weren’t allowed to offer self-serve beverages,” says Saliba. “Some shut the beverage offerings down entirely, while others moved service to behind the cash counter, where possible.”

Franke Coffee Systems has brought out the A1000 FLEX machine, offering bean-to-cup and espresso based beverages in a single footprint.

“The beauty of equipment like Franke is that every serving is freshly ground, exactly as a barista would do, but with a consistency that no human can replicate,” says Saliba. “All foodservice equipment requires some degree of cleaning and maintenance to assure the integrity of the product it is serving and extend

the field life of the appliance. The Franke A series units all offer automatic cleaning and the units can be programed to shut down if the daily cleaning isn’t done.”

Choosing robust equipment that is backed by factory authorized service that uses OEM parts will help keep hot beverage offerings on track, says Saliba.

“Consumers will vote with their wallets if the product isn’t of the highest quality,” she notes. “Offer the spectrum of choices they are looking for and follow the manufacturer’s directions for maintenance of the equipment to optimize quality and field life profitability.”

Hot beverage manufacturers work continuously at advancing their products with the ability to produce the perfect products and beverages through every brewing platform in the marketplace, says Jeff Suitor, president, Brokerhouse Distributors Inc.

“There are many hot beverage equipment choices today and significant attention needs to be considered regarding



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the specific application and demand requirements in which the equipment will ultimately be installed,” says Sutor.

As the economy recovers from the pandemic and demand for equipment increases, many hot beverage manufacturers are having challenges with current demand, supply chain delays, and commodity price increases, says Sutor.

“My advice to convenience retailers looking to get into the hot beverage category would be to consider the demographics around their location, the competitive landscape, and the anticipated traffic,” says Sutor. “With this intel, the next step would be to seek out the right commercial beverage machine that is intended for the application and environment the retailer will operate from.”

Hot beverage machines should be installed in a well merchandised location within the store and connected to a dedicated filtered water source, adds Sutor.

“Single-serve platforms have grown in the convenience channel and continue to be the preferred choice for retailers, given their attributes, cost, capabilities, and flexibility,” says Sutor. “Hot beverage equipment requires a good water source, electricity, quality products to onboard and a dedicated maintenance program influenced by volume expectations. Wherever the general public has access to a self-serve beverage offering, daily maintenance and sanitation procedures must be performed with extra attention to the equipment touchpoints.” ☞





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Like many industries, fridges and freezers have been impacted by recent supply chain issues. Choosing the right equipment for your business and properly maintaining it has become more challenging than ever.

By Angela Altass

Keeping It Cool with Refrigeration Equipment

"As with most industries during the pandemic, refrigeration lead times have lengthened during COVID," says Chris Midbo, territory manager, Western Refrigeration. "Items that were a four-to-six-week lead time have stretched out to 16-plus weeks. Timely access to equipment has been a real issue. Western Refrigeration has been proactive and has forecasted based on previous year sales and pre-ordered equipment to ensure we have equipment to supply to our clients. It has not been perfect but we have been able to supply common items, like glass door coolers, freezers, open refrigerated cases and FCB slush freezers quickly to our customers."

Low price should not be the only determination in the selection of refrigeration equipment, states Midbo.

"There are a lot of options in finish, size and style," notes Midbo. "You want to make sure the equipment has proper warranties in place and that there is a service network to back up the longevity of the equipment. Offshore equipment is not a bad thing as long as it is good quality and has the infrastructure to back it up. Western ensures the equipment we bring in has the proper certifications, warranties and service network." >>



Photo by Edmund Li



Photo by Edmund Li

When you're looking for a refrigerator or freezer that will retain cool air the longest, open air refrigerators are good, glass door coolers are better, and solid door refrigerators are the best.

Equipment maintenance is important, especially regarding energy efficiency, says Midbo.

"Ensure the unit's condensers are free of dust and dirt so there is good air flow and the units are not overheating," says Midbo. "Make sure door gaskets and door slides are clean to ensure proper door closing. If door gaskets are brittle or cracked, replace them. Doors that seal properly will allow the unit to run less and use less power. Make sure the units are off the wall a few inches and have a few inches on each side, allowing good air flow. All units sold on the market now have the new environmentally-friendly Freon gases."

Western Refrigeration started representing the Atosa product line in Canada over six years ago. The fridges and freezers come in both black and stainless steel finishes.

"Parts have become increasingly more difficult to obtain," notes Shannen Brownlie, sales representative, Ancaster Food Equipment. "As we enter the third year of the pandemic, suppliers are stocking up earlier for busy months in order to meet consumer demands for commercial refrigeration equipment."

Warranty is an important consideration when choosing refrigeration equipment, says Brownlie.

"There are endless brands that can give you the best deal," she states. "Beware of products that seem too good to be true. Buyers tend to want the best price upfront and, yes, you can get a commercial cooler for a few hundred dollars cheaper, but make sure that you are getting a compressor warranty at the bare minimum. Once a cooler or freezer has the compressor go, a lot of times it is more cost effective to buy a whole new unit. The best advice I have is buy once, cry once."

When considering energy efficiency features of refrigeration equipment, Brownlie suggests taking a look at how much power the unit you are purchasing draws.

"Consider the type of refrigerant," says Brownlie. "Most brand new units are now using R290 refrigerant. Does the equipment require 110v or 220v and do you have the proper electrical to run larger units? Are the units Energy Star rated? Most companies will be able to supply a rough idea of how much power each unit draws in kilowatts."

The Energy Star symbol is internationally recognized and considered to be a trusted mark of high efficiency.

"Some fridges will offer Energy Star certification, which means that you may qualify for energy rebates depending

on where you are located," says Jordan MacInnis, web and marketing writer, iFoodEquipment. "When it comes to energy efficiency, sometimes it helps to think of refrigeration in tiers of good, better, and best. For example, when you're looking for a refrigerator or freezer that will retain cool air the longest, open air refrigerators are good, glass door coolers are better, and solid door refrigerators are the best. Ultimately, your choice between refrigerators depends on your needs. To determine these, consider what type of food you're storing, what the turnover rate of the food is, where you plan on storing it, and so on."

While a glass door cooler may not be as efficient as a solid door cooler, having your products remain visible can sometimes be more important than having more energy efficiency, comments MacInnis.

"A lot of fridges and freezers now come with R290 refrigerant, which is more environmentally friendly than other refrigerants used in the past," notes MacInnis. "R290 refrigerant is very pure propane, which in turn has a low environmental impact and a low potential to deplete our ozone layer. Many refrigeration lines feature R290 refrigerant. Our new house brand CoolSteel, True Refrigeration, and Kool-It now have R290 refrigeration."

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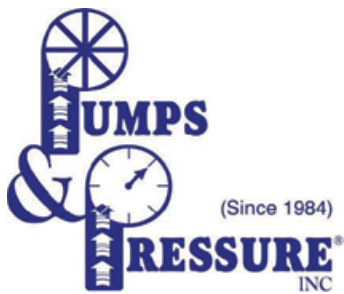




Size is an important factor that is often overlooked when purchasing refrigeration equipment, says MacInnis.

"Sometimes, people will buy a piece of refrigeration equipment and it will be too big to fit in the front door of their store," says MacInnis. "Other times, people will buy a piece of refrigeration equipment that has a swinging door and not realize until the last minute that they have no room in the aisle for a door to open like that. Additionally, some people may buy refrigeration units that don't have enough space to store everything they want or that the unit they bought has too much space and won't run efficiently."

Freezer and refrigeration sales have increased during the pandemic due to the need to store food for longer periods of time as people are less likely to leave their homes, notes MacInnis.



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Freezer and refrigeration sales have increased during the pandemic due to the need to store food for longer periods of time as people are less likely to leave their homes, notes MacInnis.

“Restaurants and convenience stores alike are having to prepare large quantities of food ahead of time and ship food out with delivery services like Skip the Dishes and Door Dash,” says MacInnis.

Selecting the right refrigeration system depends on the application to maintain a constant temperature while optimizing energy, says Laurence Roy, marketing manager, Norbec.

“Most walk-in coolers, especially freezers, should be installed on insulated floors with a continuous thermal break at the wall to floor junction,” says Roy. “This reduces temperature transfer to help the walk-in run more efficiently. Polyurethane Insulated panels ensure that the temperature is maintained by keeping the thermal transfer to a minimum. These panels offer a very high R-value while being very durable.”

Choosing the right doors for walk-in coolers is important, says Roy, who notes that Norbec offers turnkey solutions adapted to the specific needs of its customers, offering custom walk-ins with a variety of doors and options.

“Walk-In doors are put under high stress since they are frequently opened and are prone to abuse,” says Roy. “It is therefore important to choose a high-quality door and accessories to improve energy efficiency. The design of the door frame and the integration of the right gaskets and sealing material is key to limit the risk of condensation and ice creation to ensure that the door is sealed and airtight at all times to limit temperature loss. The addition of accessories, such as door closers, motion sensor activated lighting, controls and monitors to control temperature and reduce it during down times are a good solution for reducing energy consumption. Consider using LED lighting, as it is very cost effective, emits little or no heat, provides excellent display lighting for products, and lasts longer. Finally, we recommend choosing products that are compliant with Natural Resources Canada (NRCAN) and the U.S. Department of Energy (DOE). These American and Canadian institutions regulate the energy efficiency of manufactured products. The Norbec team is always available to guide and advise you

in choosing the right products for your needs.”

Two key materials in the manufacture of walk-in cooler insulation panels have been in short supply since 2020: Steel and components within polyurethane foam, notes Roy.

“These components alone represent 80 per cent of the composition of a panel and 70 per cent of a cold room,” says Roy. “This issue has caused significant delivery delays, resulting in much frustration for store and restaurant owners. How did Norbec provide solutions? At Norbec, we are fortunate to have versatile products and to work in several sectors of activity. This diversification strategy has helped us greatly with our shortages. We looked for new suppliers of raw materials to have several sources of supply that would qualify for our usual certifications. Our internal teams have worked hard to increase our inventories where possible. Norbec is always transparent with its

customers and with this situation it was important for us to communicate more frequently with them to find solutions and make compromises. Internally, we have instituted daily meetings with our teams in order to make regular updates with suppliers, coordinate teams and ensure proper planning of resources to offer the best service to our customers despite a situation beyond our control.”

Sales of refrigeration units for commercial use are expected to increase as the pandemic ends, says Xiaochaun Zhang, commercial refrigerator supplier, Procool Refrigeration.

With energy efficiency top of mind as companies face supply chain challenges intertwined with increasing demand for refrigeration equipment, finding the right solution for your business requires perseverance and a top-rate, dependable partner to provide the durable products, after-sale service and reliability that you can count on in difficult times. **19**

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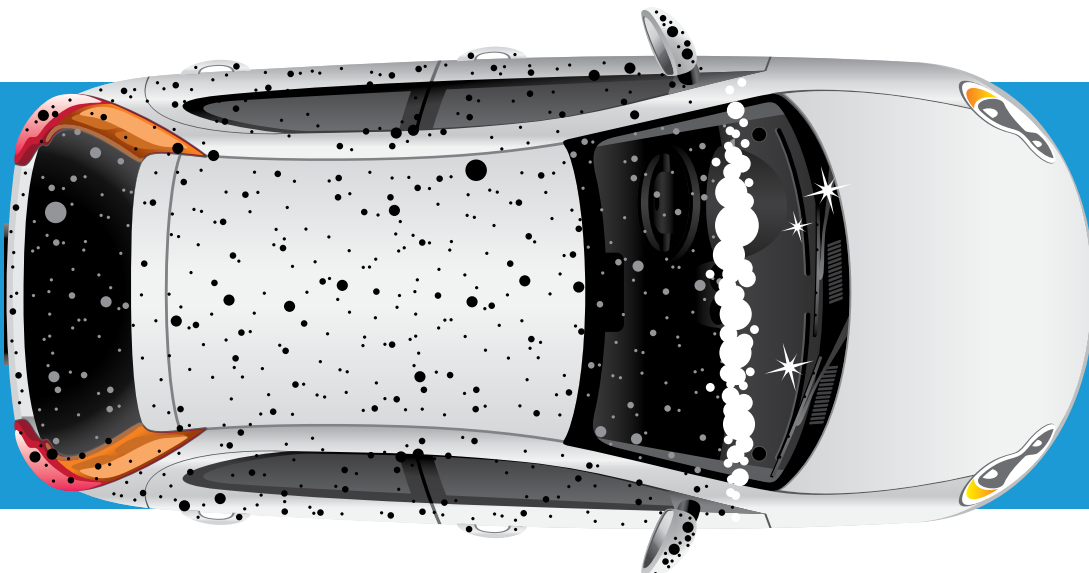


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A Proactive Approach Can Be Aided By Advances In Fuel-Containment Components

By Ed Kammerer

In our last issue, we took a closer look at the debate regarding whether it is better for fuel-site operators to wait for or anticipate failures in their fueling location's underground fuel-storage and dispensing system and repair them as they happen, or to instead take a more proactive approach and upgrade the system by replacing aging equipment (some of which can be more than 20 years old) with the latest technology before it breaks down or fails.

We came down firmly on the side of being proactive in outfitting a site's underground fuel-storage system for three principal reasons: 1) Today's underground storage-system equipment is much more reliable, safe and efficient than decades-old iterations, 2) an expanded motor-fuel menu places new demands on storage systems, and 3) the local, state and federal regulatory environment has evolved, meaning that

older equipment may now be out of code.

Knowing and accepting this premise, the question then becomes, "What is the best way to proactively upgrade an underground fuel-storage system and its many components?" The answer is that in the years that have passed since much of that equipment was installed at the turn of the 21st century, equipment developers, manufacturers and suppliers have continued working to improve existing technology and create new solutions to age-old concerns.

The types of equipment in this realm generally fall into one of two categories: containment equipment and systems or storage-tank equipment and systems. In this article, we will take a look at some of the major technological advances that are now available to the market in the area of containment equipment and systems.

>>

The Best Form Of Containment

OPW Retail Fueling, Smithfield, NC, USA, has established a reputation as a leader in the design and manufacture of systems and components for use at retail-fueling sites by being proactive in creating new solutions. In attempting to look forward, OPW has found innovative

simultaneously keeping water from intruding into the fuel-storage tank, which can compromise the fuel's quality and result in damage to a vehicle's fueling system if left unchecked. Standing water can also corrode pumps, piping and electrical connections, with electrical shorts affecting pump and leak-detection sys-

Fuel leaks and water intrusion can also lead to costly downtime and cleanup costs that can put the fuel retailer's bottom line at risk.

ways to improve the operational capabilities and performance of traditional components found in containment systems, either through upgrades of existing technologies or the creation of new ones.

Called "Watertight Wonders," these containment products are designed to help prevent the potentially dangerous leaking of fuel into the soil or local groundwater supplies while

tem performance. Fuel leaks and water intrusion can also lead to costly downtime and cleanup costs that can put the fuel retailer's bottom line at risk.

OPW's Watertight Wonders family of products includes:

FibreTite Tank Sumps: The only tank sump manufactured with Resin Transfer Molding (RTM) technology, FibreTite sumps have consistent

wall thicknesses and exceptionally smooth wall surfaces for ultra-tight entry-fitting installation. A stainless-steel ring and watertight sealing gasket provide proven seal security that helps prevent water intrusion.

ElectroTite No-Drill Tank Sumps: The conduit-less threads, which are located on the outside of the UL-listed Kwik-Wire explosion-proof junction box, are installed in the factory, which eliminates the need for on-site drilling. The Kwik-Wire junction box also allows for the high-voltage submersible turbine pump (STP) and low-voltage sensor wires to be located in the same spot, which makes for easier inspection with no need to enter the confined sump area.

EDGE Double-Wall Spill Containers:

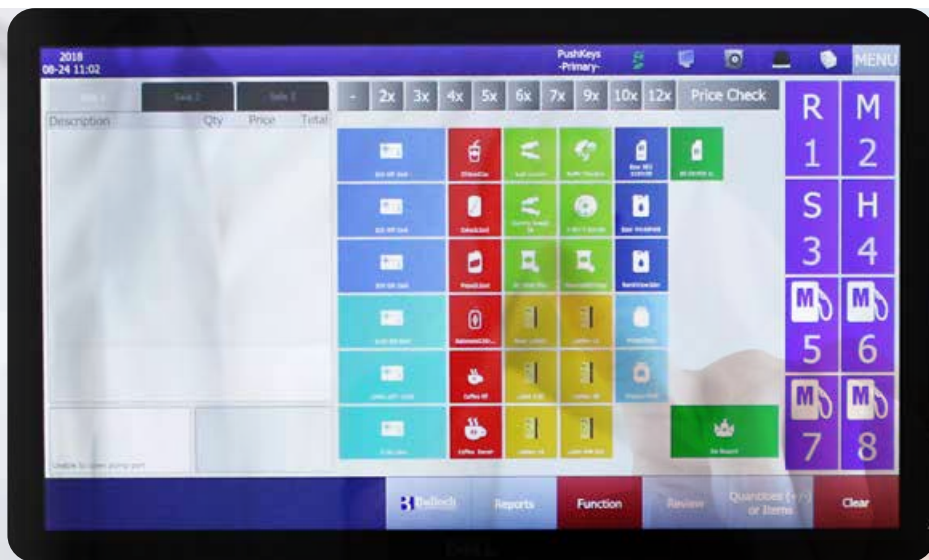
The EDGE spill container can be installed in the same space as single-wall spill containers, but offers significantly improved reliability, testing and serviceability. Engineered static

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seals do not require messy sealants or dynamic seals that can degrade and fail. The roto-molded primary and secondary buckets provide long-life durability and reliability. The top-mounted vacuum test port is easy to access and a visual gauge eliminates the need for dipsticks, which simplifies testing time. And the EDGE spill container can be serviced, upgraded and replaced without breaking concrete.

FibreTite Composite Multiports: Provides unparalleled protection against water intrusion, easy access to overfill-prevention valves and optimized spill-containment protection. Features include a flush-mounted sealable composite manhole cover that protects against water intrusion; watertight aluminum sump-inspection port; integrated double-wall spill container; UL-listed nitrile shroud boot that prevents water intrusion through the top cover; and a

watertight sealed port that is easy to access and inspect.

DSE Dispenser Sumps: As OPW's newest dispenser-sump innovation, the DSE model has been designed to deliver best-in-class quality, fast delivery lead times and affordability. DSE dispenser sumps are conduit-less and constructed using Advanced Composite Technology, which results in a fiberglass sump with exceptionally smooth walls inside and out, making it easier to attach pipe fittings. They are designed for easy nesting, stacking and unstacking, which helps optimize inventory space, while the one-base design eases ordering and site-compatibility issues.

Rigid Entry Fittings (REF): REFs are designed with a hard-shell exterior with a minimal amount of exposed rubber, though they are still able to accommodate ground movement. Sealing redundancy throughout


allows the REF to achieve maximum containment and unmatched protection from water intrusion.

Hybrid Entry Fittings (HEF): The HEFs combined the best qualities of OPW's REF and Double Flexible Entry Boots (DEB). Like REFs, the HEB's outer half features a hard-shell exterior that can weather the constant abuse found in underground environments, while it mimics the DEB in that its inner half is highly flexible for quick and easy installation and field adjustments.

Retail fuel-site operators who choose to take advantage of these innovations will go a long way toward satisfying their most important mission: creating a fueling site that appeals to drivers by ensuring that it is open for business and operating safely.

Conclusion

In illustrating that being proactive is the best way manage the age and upkeep of your underground fuel-storage system, it's important to also note that the manufacturers of containment equipment have taken a proactive approach to optimizing their product offerings. This has led to the creation of many new components that can be used to upgrade existing fuel-storage systems, which will help make them safer, more efficient and more cost-effective to operate and maintain.

In our next article, we will conclude our look at the ways that being proactive in attending to your fuel-storage equipment needs is the best way to help ensure a successful fueling operation by highlighting the latest technological advances that can be found in the area of underground storage tank equipment. In particular, we will focus on the components that can be reached, repaired and replaced with no need for the expensive and time-consuming breaking of forecourt concrete. 

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 is defining what's next in fueling solutions and innovations worldwide. 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, please go to opwglobal.com.



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Tanny Convenience Store, Matheson, ON



Tanny Convenience Store, Matheson, ON

What's on Your Counter? Maximizing Impulse Sales

You have a limited amount of time to capture your customer's attention at the cash register.

By Meline Beach

What you display on your counter serves as a visual trigger in encouraging an impulse buy beyond a customer's intentional purchase. C&G retailers apply strategic sourcing of high-margin and high-impulse combined with flawless execution as the winning formula to drive sales and profitability.

Clean or cluttered

Some C&G retailers prefer the "more the merrier" approach to countertop items with the hope that something catches someone's interest.

"The front counter of a convenience store is the million-dollar lane," says Kathy Astle, owner and operator of Sunny Corner General Store, located in Sunny Corner, New Brunswick. "Ours is filled with loads of items that are last-minute pickups."

Astle likes to keep her customers on their toes by rotating items often, prompting customers to say, "ok, where is it now, she's changed things around." "I do this because it makes people look for and ask about different products," says Noble, who also believes this effort encourages interaction between staff and customers. "If we don't have it, we add it to our request list and bring it in."

Other C&G retailers, like Andrew Reyhani, of George's Convenience in Schomberg, Ontario, believe in the concept of "less is more" for impulse buys at the cash register. He hosts a clean counter at the cash register with only a limited number of items on display.

"I think it's important to keep the counter clean and decluttered," says Reyhani, whose family owns and operates a dozen

c-stores in Ontario. "People don't want to feel surrounded by too many things."

Strategic choice

On the counter at George's Convenience, you will find hand sanitizer and sanitizing wipes, mints, gum, and grab-and-go snacks such as Sesame Snaps, along with some seasonal or holiday-themed items, such as Kinder Surprise chocolates at Eastertime. For other times of the year, Reyhani will display little flags, bracelets and hats for Canada Day celebrations, little decorative shoes displaying sports teams during World and Euro Cup soccer games. And, when the Pop Its toys first launched, he displayed those small items on the counter as well.

"Many of our customers will come in for lottery or cigarettes and see something quick from the corner of their eye," says Reyhani. "Something their kids will like and buy at the last minute."

Moaied Hussain, who owns and operates a convenience store with his Esso gas station just north of Nobleton, Ontario, concurs that Sesame Snaps is a top seller, along with Maynards wine gums as a countertop favourite. Although he rotates featured products every two to four weeks, those two staple items have a permanent place on the counter, where customers are accustomed to buying one or two units at a time at checkout.

Whitehead Country Store, located in Kingston, New Brunswick, features locally produced items with traditional countertop items to encourage impulse buys by a range of customers. "Items that fit this philosophy include locally made >>

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Tanny Convenience Store, Matheson, ON



Sunny Corner General Store, NB

baked goods, such as carrot cake, fudge and cookies, as well as Apple Valley apple and strawberry-rhubarb pies from Annapolis Valley in Nova Scotia,” says Don Noble, owner and operator of Whitehead Country Store. “On the impulse side, we have BIC lighters, store-bagged penny candy and Sesame Snaps. Energy shots, meat sticks and cell phone accessories are here as well.”

Noble, who also sells seasonal and holiday-themed items at the counter, pays particular attention to customer comments when deciding what to display. “I look for a customer’s immediate need in choosing impulse items,” says Noble, who believes that price point is a secondary consideration, mainly for local goods. “I listen for comments like, “I didn’t expect to see that in your store” which tells me that we may have hit the target for an impulse item.”

As lottery takes up the most space, approximately 10 per cent of the countertop displays small impulse triggering items. The operative word is “small.” Larger items not only take up more space but appear too bulky for an impulse purchase.

Small does not necessarily mean cheap. Ping Tan of Tanny’s Convenience in Matheson, Ontario sells earbuds on the counter for \$29.99. “They’re popular as a replacement item on the go,” says Tan, who sells many units to travellers who lose them along their journey. Other popular countertop items include energy

shots, lotto scratchers at \$3.49 each and lighters at \$3.99 each. Tan says that she frequently changes her display items at her front counter with newly arrived gifts and goodies. The one item on her countertop that Tan is most proud of is the exclusive candy she sells as the only retailer in town – over 70 flavours of Jelly Belly.

Outcome

For most C&G retailers, approximately 25-30 per cent of customers buy something on impulse from the counter while at the checkout.

There isn’t a perfect one-size-fits-all formula for impulse buys. What’s most important is to know your customer base, their interests and needs for last-minute items. While certain countertop products appear to be consistent at many C&G retailers, there is little risk in being creative and trying something new, different, or local on a trial basis that could draw in more sales. The benefit is that countertop items are typically small in size and quantity, which makes it easier to change them up. ⁹

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.

Top 10 Countertop Items:

1. Lottery
2. Hand sanitizer/wipes
3. Sesame Snaps
4. Seasonal/holiday-themed (time-limited) candies, chocolates, and décor
5. Mints
6. Lighters
7. Energy shots
8. Gift cards
9. Locally-made items (e.g., baked goods)
10. Cell phone accessories



By Meline Beach

Digital Communication Leveraging Online Channels to Increase Likes, Followers, Shares, and SALES!

From websites and videos to social media, email blasts, and text messaging, many organizations use a range of online channels to communicate with current and prospective customers. As a viable business, C&G retailers should be no different.

According to Digital Marketing Strategist Donna Sauve, it's very important for small to medium-sized businesses to establish an online presence. "Not only does it show credibility, but

"Never underestimate the importance of having a strong online presence for your brand."

— Germany Kent

if someone cannot find your business online it makes them question your reliability and even legitimacy of your business." Sauve adds, "showing up in an online search is how potential customers find the products and services they are looking for and allows businesses to connect with consumers, increase brand awareness and be found. It is a great opportunity to broaden their reach and communicate with customers."

According to a Salesforce survey, 85 per cent of consumers conduct research before they make a purchase online, and among the most used channels for research are websites (74 per cent) and social media (38 per cent).

Younger consumers, especially, connect to their favourite brands online as a way of staying informed on the latest news and special offers. If you want to appeal to your customers, reach

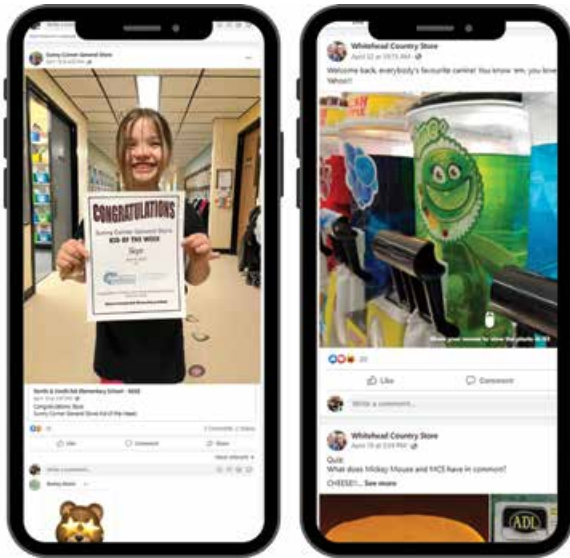
out to them in ways in which that grab their attention. Digital communication is here to stay. If you have not already created an online presence, the following five tips will guide you through the process.

1. Dedicated resource – Identify someone on your team who is either technology savvy or a quick learner that is eager to expand their skillset. Either way, someone on your team must be responsible and dedicated to posting on your online channels, including any website updates. Once identified, be sure to keep this person in the loop on any news, promotions, and general information that would be of interest to your target audience.

Ping Tan from Tanny's convenience store, located in Matheson, Ontario, relied on her daughter to manage her store's Facebook page and website. But now that she is away at school, Tan has little time to dedicate to these channels regularly. "I typically make a post every two to three months," says Tan. "Surely not frequent enough based on today's standards." Her store's Facebook page has 535 likes and 562 followers with 17 people checked in. Tan also leverages a chalkboard by the grab-and-go cooler to communicate various in-store promotions, as well as an in-store TV screen that displays her store's foodservice menu. As her store is easily accessible from the town's main highway, Tan is also interested in renting two billboards along both sides of the major highway to attract more attention from travellers.

2. Time commitment – We live busy lives and the internet moves at a fast pace. It is important to commit the time to tend to your communication channels, which could be as

little as 15 to 30 minutes a day. If you know your specials or promotions ahead of time you can create content and schedule it to appear live in advance. This will help in alleviating daily stresses. You can display your Twitter, Facebook, Pinterest,



and Instagram accounts on your website, which means that any posts featured on those platforms are also visible on your website. This helps to keep your website content fresh and accessible to clients who frequent your website over social media. Your website, as well as in-store communications, should let your audience know of your social channels by displaying their icons with a little encouragement that reads, "Follow us on..."

Don Noble of Whitehead Country Store in New Brunswick maintains his store's Facebook page as a main method of communication, apart from word of mouth. "A more frequent focus would be more effective but with time constraints it becomes more random than it should be." Whitehead Country Store's Facebook page has 802 likes, 831 followers, and 19 check-ins. Many of its posts are shared with other networks which expands the store's reach to a wider audience.

If committing the time to manage your social media is challenging, Sauve shares two options for consideration. "You can either work with a social media management company, which typically charges monthly, or you can hire a freelancer, who usually charges by the hour," says Sauve. "Social media management companies can start as low as \$300 per month or if you decide to use a freelancer the amount they charge will usually depend heavily on how much experience

they bring to the table, and could start as low as \$25 to \$35 an hour."

3. Quality content – Determine your goals. Is it to increase foot traffic to your store? Increase sales of a particular item? Capture your audience's attention by sharing information that appeals to them – your store's features and benefits, including specials, promotions, and new items. Create a content calendar of planned posts and keep them relevant. What specials do you have in store? What new items are up for sale? What discounts might be available in the near term? Quality content is specific to the needs and interests of your target audience. Use your words wisely (there is a reason Twitter has a 280-character limit), keep it conversational and error-free. Photos and videos are instrumental in garnering attention. Consider photos of products, food, promotions, and events. Photos and videos of people make it relatable.

And remember, multiple points of contact are key so don't shy away from posting your content on different channels – be it Facebook, Twitter, Instagram, TikTok, or your website. Quality content on your social channels and website allows you to make the best first impression with your target audience.

"As an independent c-store retailer, we have creative freedom as to what and how to communicate with our customers," says Noble, who believes in being a good corporate citizen and leader within his community. "We communicate new products, community events, charity drives, and goodwill articles, such as lost pets."

4. Frequency – While websites do not necessarily require daily updates, social media travels fast. Consider daily posts if your content warrants it. Otherwise, aim for two posts per week at a minimum to maintain momentum and keep your audience engaged. Besides your original content, there are plenty of "hallmark" holidays that work as posts as well, such as Mother's Day, Valentine's Day, Canada Day, and Christmas – all of which serve as opportunities to invite customers to your store to shop, often for last-minute items. Remember the diversity of your target audience and be mindful of cultural themes.

"We just started communicating with our customers online," says Kathy Astle of Sunny Corner General Store. "We

started slow but are now making it a priority to post every week. The New Brunswick-based store has 799 likes and 817 followers on Facebook. "We let people know what's new in-store and what promotions are coming up," says Kathy, who also leverages a traditional message board that displays any in-store specials.

5. Engagement – Monitor your communication channels and respond to questions or comments in a timely manner. You can also create polls and ask your audience questions online, which enables you to improve your customer insight. Satisfied customers are more likely to share their experiences online, which promotes your brand and could influence other people's opinions as well, and bring in new customers. Note, that the reverse is also a risk. Customers can share negative experiences online as well, which could detract customers. Be mindful that your online interactions reflect your customer service style. You'll want to get it right and keep it positive and timely. Your social media channels are accessible on your smartphone, making it easy to stay current. Realizing that your workday is busy, make a point of checking your communication channels at least once per day, on break or at the end of a shift.

Sauve also advocates that C&G retailers leverage Google My Business (GMB) as an often untapped valuable and free resource. Not only is it used to manage your online reviews and online reputation but it can also be used to share information about your business, products, and services, as well as online content. GMB can increase your Google ranking, and help your business get found quick and easy in Google search with a map of your exact location. "Getting started is as easy as setting up a Google account and claiming your business listing," says Sauve.

Managed internally or outsourced, your website and social media channels represent your brand and serve as an opportunity to attract and engage customers. Done right, your return on investment of time and resources will pay off tremendously. It's all in the numbers.... From likes, followers, and shares to ultimately sales. **19**

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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Great White Car & Truck Wash – Breaking the Mould

By Tania Moffat

Great White Car and Truck Wash, is making a move to step up the carwash game in Alberta. StoreWest, the development company behind Great White, is establishing their brand with a series of state-of-the-art washes complete with express tunnels, wash bays and a corporate culture focused on customer experience. To date, they have two washes in Calgary with several more on the way.

Primarily a storage facility developer, StoreWest didn't start out aiming to build a carwash empire. President Roland Schatz and vice president Matt Verity explain how their new endeavor came to be. "It started out with excess space on land we had purchased for storage units. After researching compatible options, we discovered that the storage and carwash industry attracted similar demographics. We spent three years planning and strategizing before we opened our first wash," says Schatz.

Great White's first location opened in Dufferin, southeast Calgary in 2019. It spans 20,000-square feet, and features a 110-foot automatic express tunnel, seven self-serve residential wash bays, and six industrial wash bays equipped with foam cannons, foam brushes and commercial undercarriage spray.

Building a brand

"Bringing the express tunnel technology here was important to us for several reasons. We grew up with self-serve and touchless washes, but after attending association shows in the U.S. it became clear to us that the express tunnels provided a more efficient and technologically advanced wash. They were able to process a much larger number of vehicles," adds Verity. Their partners agreed and StoreWest became one of the pioneers of this technology in Canada.

Committed to providing their customers with a different level of service, StoreWest's aim was to bring more of a corporate

approach to their wash sites by creating a brand synonymous with convenience, fun, and a great wash experience. "There is not a lot of brand cohesion in Canada's carwash industry. If you look at the marketplace, there are no major recognizable carwash brands. We wanted to change that," says Schatz.

A play off the great white north and great white shark lead to the birth of the brand, complete with a fun and family-friendly mascot. Sharks feature prominently in their wash packages which include a Mini Shark, Hammerhead, Tiger and Great White wash option. Customers can elect to come for a single wash or purchase a monthly package ranging between \$25 and \$49 per month. Following their mantra to do things better, wash card member vehicles are equipped with a RFID tag and can treat themselves to unlimited washes, maxing out at one wash per day, over the course of the month.

"We take the environment very seriously and want our brand to reflect that. We treat all of our water and use biodegradable chemicals. Great White Wash is one of the only carwashes in Canada that is part of the ICA WaterSavers program. We work diligently to improve efficiencies between water flow and temperature to ensure maximum cleaning coverage while minimizing resources," shares Verity.

Social media is used to tie their message together, promoting the brand, service and corporate culture. As part of that corporate culture, all staff members are required to participate in internal training programs that educate them on the wash process and best practices, ensuring Great White presents a strong team in the front-of-house and back.

Aviation

Considerable research combined with their valuable learning experience from Dufferin went into their second build. Aviation, >>



is located in on McKnight Boulevard, just east of Deerfoot in Calgary. Built on previously undeveloped airport land, the facility is now part of a vibrant retail development along a busy east-west corridor. Construction began in May of 2021 and the site celebrated their grand opening on February 18 of this year. The location features a 145-foot-long automatic carwash tunnel, and a self-serve carwash area with seven oversized bays to accommodate larger vehicles.

“Optimization is everything and it’s especially important with the growth curve we have right now. We want to make sure we have the best equipment available, which is one of the reasons we chose MacNeil as our tunnel provider. Their products are easy to operate, reliable and deliver a fantastic wash. The system we installed uses one-third of the water of a traditional touchless system, and we added a reclaim system to the site. MacNeil’s distributor, Rockyview, also had a lot to do with our decision. They provide prompt service with minimal downtime and have staff dedicated to maintenance which is valuable to us,” Schatz explains.

“Rockyview equipped the Aviation carwash with a full compliment of MacNeil wash equipment, including the XR1000 conveyor, two sets of RS-701 Super Flex Wraps, the RS-1000 Evolution Top Brush, RS-400 Low Side Washers, both the Wheel Boss and Gloss Boss tire cleaning and polishing units, along with MacNeil’s Tech 21 drying system. They system is complete with all of the back-room support equipment as well as MacNeil’s SB-600 Wheel and Side Blasters and colorful arches throughout the tunnel. Combined, the MacNeil package delivers a gentle but thorough, superior wash,” says John Downey, general manager of Rockyview Industries.

“The processing speed of this tunnel really impressed us. MacNeil’s XR-1000 is capable of processing over 100 cars per hour! Meaning cars can get in and out with a really nice clean in five to six minutes. We washed 830 vehicles on our opening day,” Verity shares.

The group partnered with DRB for their tunnel solutions and POS technology. DRB Tunnel Solutions provides the operator control over their tunnel, allowing them to increase capacity and throughput, boost efficiencies and control costs. “We chose them because of their vast back-end system, multi-site integration and optimization. It is a very effective system,” Verity adds.

Full steam ahead

Carrying on with their momentum, StoreWest is poised to open their third location, with a similar setup as Aviation, in Edmonton later this year.

Additionally, two innovative projects are slated to break ground this spring. These multi-story storage facilities will have a Great White express wash tunnel integrated into the ground floor of the building, internalizing the wash and providing room for vehicle stacking within the building.

StoreWest’s Great White Car and Truck Washes have poised themselves to become a force within the industry. Their passion to provide their customers with a superior service and experience is evident in their attention to detail, brand development and innovative wash design. Keep your eye on this brand as they lead the way to break Canada’s standard carwash mould. **■**

Tania Moffat is a freelance writer, editor, publisher and photographer. She has worked in the publishing industry for the last 17 years on a wide variety of B2B and consumer publications, both in print and online. You can connect with her at info@chiccountrylife.com.



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Clean Up with Vacuums

Today's carwash industry is more competitive than ever. Innovative branding is attracting carwash customers with time-efficient, precision washes equipped with stunning light shows and appealing wash card memberships but vacuums are one of the most important tools operators can use in their arsenal to lure in and retain customers.

By Tania Moffat

Vacs provide added value and increase customer satisfaction - after all, they spend most of their time inside their vehicles.

Design, quality and longevity

There are many factors to consider when installing a vacuum system. The overall size of the wash and site, amount of existing business, growth opportunity, nearby competition, traffic counts, vacuum style and horsepower, all should play a role in your decision making.

A well-designed layout considers site flow and accounts for simultaneous users. "It is important to assist the operator in understanding what the correct performance expectations of the vacuum system should be - too little vacuum can be just as ineffective as too much vacuum. The number of central vacuums needed (really a horsepower calculation) is done by considering the total number of vacuum hose drops as well as the number of simultaneous users that will be using the vacuum system at the same time. Engineered vacuum systems will calculate and include the line loss calculations for the vacuum manifold while correctly managing the collection and disposal

of debris," says Wes Taggart, vice president of Sonny's Vacuums by AutoVac.

"Whether you are installing a large central vacuum system with 15 to 40 vacuum closets or individual units for one to six vacuum areas, operators should expect a system that is manufactured for longevity and performance. Today's vacuums are fabricated with high quality materials to last longer and operate in extreme climates. The longevity of motors has increased from 500 to 5,000 hours meaning they should operate for 20 years with a little maintenance. Another feature units should come equipped with is the technology to let operators know if there is a drop off in suction," adds John Tucker, CEO of Vacutech, NCS.

Taggart explains further: "The right compliment to an excellent vacuum system design is the material used within the build. Aluminum end bells and impellers with monitored energy controls assist in dissipating heat, making the load easier on the electric motor and the bearings - increasing the life expectancy of the equipment. It's also a quieter vacuum system, making the environment much more pleasant for your

customers as well as your surrounding neighbors. And it doesn't stop with the producer. Stainless steel filter separators, aluminum vacuum manifolds, compression couplings and even aluminum fittings are an excellent esthetic finish to the central vacuum system."

Curating the experience

Every wash is different and thankfully operators have several options when it comes to product choice says Kraig Snyder, sales and marketing manager, at J.E. Adams Industries, Ltd. "Pole mounted vacs have become more user friendly and there are more arch and canopy style vacuums being installed in the marketplace. Pedestals, stanchions, and arches powered with central vac or pole mounted vacuums are available in pay or free options. This gives owners the ability to customize their site to suit their needs, look great and attract more business," explains Snyder. Hoses, nozzles, canopies and arches can also often be matched to accentuate your brand.

An elite customer experience can further be curated from a selection of accessories and options. "Owners can consider including debris extraction at the point of vacuum, bright overhead RGB LED lighting, micro towels for cleaning surfaces, aluminum-canopied vacuum lanes, mat holders to clean the floor mats, trash cans for larger debris, and air guns for blowing out debris and water. Some operators even offer spray bottles with cleaners to make the windows squeaky clean inside and out. Washes often add these accessories because they keep customers coming back and telling their friends about their excellent carwash experience," adds Taggart.

"Pole mounted vacs have become more user friendly and there are more arch and canopy style vacuums being installed in the marketplace."



Innovations

Technological innovations continue to accelerate and impact the industry. "The advent and popularity of the express carwash model has significantly impacted labour costs – reducing staffing needs from 10 to 15 employees down to two to four employees. Vacuum IQ, or proprietary software for variable frequency drives (VFDs), has also evolved, and can save over 60 per cent in the daily operating cost of the vacuum system and upwards of 90 percent when the vacuum is at "idle." With these gains, vacuums can produce a return on investment in approximately 12 months. Even solar top technologies are now being implemented within the carwash industry – the go green initiative is now working for you," says Taggart.

One of the most compelling changes in the market has been the development of the arch which brings the hose up and away from the vehicle. Previously units provided users with a long hose that they had to unwind to vacuum and replace when they were finished. This system is cumbersome and generally has poorer suction. The arch makes it much easier for customers to bring the hose to the vehicle and as it is suspended from above, it's kept off the ground. Arches >>



are also much better equipped for dealing with winter, a must in Canada.

Much like the light shows that dress up carwashes, multi-colour RGB LED lights can be used to accentuate vacuum bays. Bays can be illuminated with white light during use and adding atmosphere with coloured or flashing lights when the wash is closed, with the touch of your cell phone.

Free versus pay

Installing pay vacuums is initially more expensive and they will require more maintenance over time, however, they do directly contribute to revenue. "When choosing a pay system, it's important to include payment methods that your customers want. There are additional revenue opportunities to consider including shampoos, spot removers, and fragrance," shares Snyder.

While pay vacuums may have a place in self-serve wash bays and smaller washes, in the rapidly growing express carwash market vacuums can be the deciding factor driving customers to your site, especially if your competition is offering them for free. "The industry has quickly discovered that free systems not only heighten the overall consumer experience, but increase traffic and ultimately increase revenue and profitability," shares Tucker.

A "free vacuum" doesn't necessarily have to mean free for all to use. Taggart explains that costs can be regulated by controlling the ingress/egress of the site through one directional movement. Additionally, new technologies can control the cost of electrical consumption while also limiting the vacuum time use.

How does a 'free vacuum' generate revenue? "It's simple," says Taggart. "It draws new customers in and keeps the regular customers coming back. This is

when the regulars become wash club members. And, in today's marketplace, this is one of the largest goals operators look to achieve – growing their carwash membership."

What is the takeaway for operators considering a new vacuum system? Work with a company you trust, one with long-standing industry experience and exceptional products. Vacuums complete your wash program and play a crucial role in the customer's carwash

selection so plan your system correctly - it could be the difference between closing up and cleaning up! 📧

Tania Moffat is a freelance writer, editor, publisher and photographer. She has worked in the publishing industry for the last 15 years on a wide variety of B2B and consumer publications, both in print and online. You can connect with her at info@chiccountrylife.com.

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Innovation Drives the Business of Drying Cars

By Angela Altass

Dryers that minimize noise, increase energy efficiency and still do an excellent job of drying vehicles are the dreams of carwash owners and vehicle drivers alike. Product innovation can go a long way in meeting these lofty goals.

“New product development is vital to any industry and especially the carwash business sector,” says Jeff Reichard, president, Proto-Vest Dryers, LLC. Noting the rapidly increasing cost of energy and electricity, Reichard talks about some of the challenges facing the industry.

“According to the Alternative Fuels Data Center, our biggest challenge is that for the past 20 years there has been a lot of conversation about the need to eliminate fossil fuels in the production of electricity but nothing has significantly changed,” says Reichard. “In the year 2000, fossil fuels produced 60 per cent of our energy while renewables and nuclear produced the remaining 40 per cent. The percentages for 2000 and 2020 are virtually the same.” (See graph on next page)

Based out of Glendale, Arizona in the United States, Reichard feels strongly about the energy challenges.

“Compounding the issue is we’ve lost our energy independence and now will >>



International Drying Corporation Stealth Predator

not be able to export oil and will have to import it," states Reichard. "We have over 300 years of oil reserves in the United States, the largest in the world, and we must import crude oil – crazy! Gasoline prices have doubled and thus everything that is moved on a truck is, and will be, more expensive."

When it comes to choosing dryers, Reichard advises taking a tally of the true needs of your carwash business. Reichard believes that less than 20 percent of the carwashes in America dry an average 200-230 cars per hour.

"One of the biggest mistakes I have

seen in our industry is overpaying for a drying process of which you will never fully utilize the capabilities of," says Reichard. "It is not about the number of cars you wash; it is all about how much money you make. Honestly and objectively investigate what is the true average of the number of cars you wash per hour and purchase a dryer that truly fits that requirement. It is easy to find the right fit to balance energy consumption, sound requirements, and line speed for the optimum drying performance predicted on cars per hour."

Purchase dryers that can meet your



true carwash needs with very low maintenance requirements, advises Reichard.

"Let's be honest, if you are running an average of 170 car washes per hour, at 10 hours per day, with a \$12 average cost per car, that equates to \$2,040 per hour or \$20,400 per day," says Reichard. "If you are open seven days a week, that is \$142,800 per week. With this type of income, are you really going to maintain your dryers to the level that the manufacturers are requesting? It must be a very hard decision because this is a boat load of money. However, conversely, if you are down for just a single day, you lose >>


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Source	Year 2000	% of Total	Year 2020	% of Total	% Change 20 years	Avg Change per year
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Nuclear	1000	24%	800	19%	-5%	-0.25%
Fossil Fuels						
National Gas	600	15%	1800	43%	28%	1.4%
Coal	1900	46%	700	17%	-29%	-1.45%
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The Elite 460, depending on cars per hour, literally pays for itself within one to one-and-a-quarter years.

\$20,400 of hard and real cash.”

Proto-Vest recently invented the Elite 460 dryer system, which Reichard says has been well received in the marketplace.

“We at Proto-Vest felt that the 80-120 cars per hour carwash was underserved with older product so we invented the Elite 460,” says Reichard. “This dryer system has a small footprint that is substantially and quantitatively energy-efficient, maintains or enhances Proto-Vest’s reputation of being the quietest in the industry, with drying performance exceeding customer expectations.”

The Elite 460 has two 30HP motors and is installed with a silence package at no charge, adds Reichard.

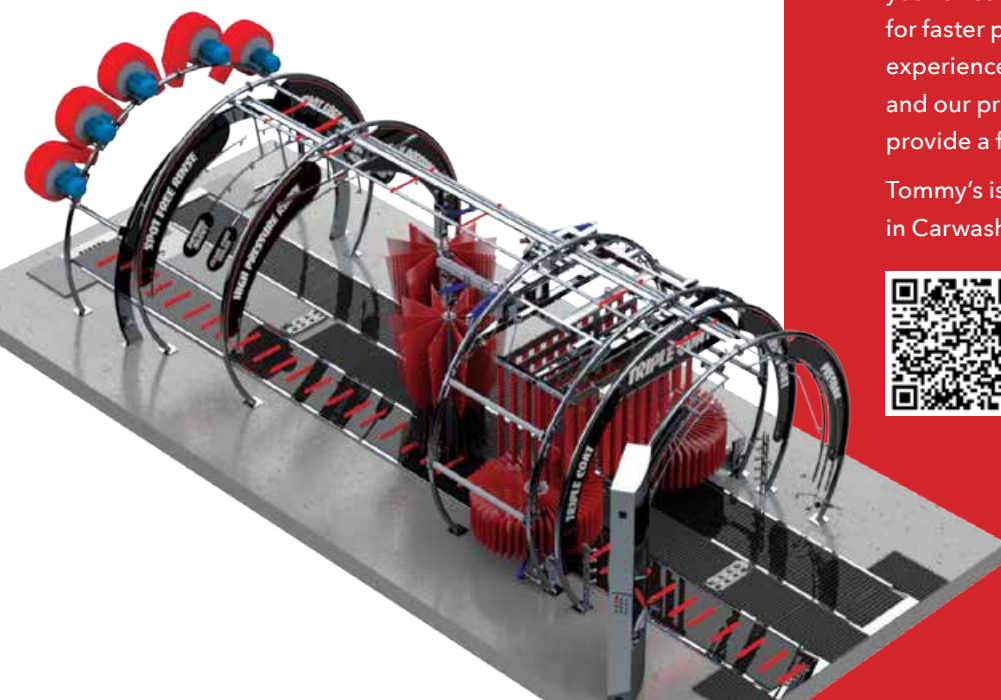
“Many of our competitors have eight to 10 15HP motors for a total of 150HP in their offerings compared to our Elite 460’s two 30HP motors for a total of only 60HP,” states Reichard. “This is a savings of 90HP,

which delivers a 60 per cent reduction in energy cost. The Elite 460, depending on cars per hour, literally pays for itself within one to one-and-a-quarter years. It also drastically reduces the cost of not having to electrically install eight motors at a cost of \$4-5,000 each, which is a \$40,000 cost avoidance. This avoidance alone is the total price for an entire Elite 460.”

The issue of noise is becoming more common with carwashes, says Arthur D. Stephens, president/CEO, International Drying Corporation.

“As we continue to build washes closer to residential and other businesses, our neighbours are acutely aware of the noise pollution,” says Stephens. “This causes most new construction operators to fight through zoning, causing expensive delays for permits and/or the issue of not being able to attain the zoning requirements to receive permit approval.”

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Stephens advises carwash operators to look for a company that will help them achieve the standard they would like to set for quality.

"Warranty is important but also don't skip on what is recommended to save a few dollars," states Stephens. "We are now spending \$200,000 and more on free vacuums and POS systems but we tend to skip on blowers to save a few dollars on a three-to-five-million-dollar investment."

Stephens notes that International Drying Corporation has several new products available this year: The Stealth Predator, Intelligent Control Panel, and The Black Widow. Further information on these products is available at www.internationaldrying.com.

Cheryl Ehmen, chief executive manager, Aerodry Systems, also notes that sound is a large issue for carwashes.

"Municipalities require acoustic

studies at build to protect the neighbourhood," states Ehmen. "Even then, sound levels emitted to nearby residential areas and businesses can become an issue later, resulting in the wash taking steps to construct walls and berms to mitigate the sound produced by their operations."

Installation layout can also be an issue for carwashes, says Ehmen.

"More HP does not always mean a dryer car," states Ehmen. "Too many blowers may create turbulence by conflicting airflows. If the car is not clean and rinse water is not properly treated, too many blowers improperly installed cannot cure the issue."

Quality motors and fans are important aspects of carwash dryers, notes Ehmen., adding that Aerodry is continually working on improvements, both in effectiveness and mechanically.

"We just upgraded our standard stock motors to 91 per cent efficiency, the highest available, which save power and increase longevity," says Ehmen. "Additionally, we now have a domed plate below our air intake to further ensure moisture does not accumulate in that area." >>



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Many operators, especially new owners, are under the impression that all motors are alike, which is not true, says Ehmen.

"Some companies take advantage of this and furnish inferior products," comments Ehmen. "It is important to know and fully understand what mechanical components you are getting and verify them when received. A carwash environment is wet and harsh. Motors are available in a variety of duty ratings, many of which will not withstand the carwash environment. All motors should be totally enclosed and sealed with no greasing required, and cast body to dissipate heat and prevent overheating. Fans in the carwash industry spin at a high RPM and should not be welded as welds weaken over time and could create a catastrophic failure."

In-bay dryers is a feature that can keep customers returning to self-serve carwashes.

"In our world, dryers mean drying/blowing out the engine compartment, wheels, door jams, chrome on motorcycles, etc.," says Kraig Snyder, sales and marketing manager, J.E. Adams

Industries Ltd. "When ambient air temperature reaches 79 degrees or lower, our Turbo Towel has a heating element that engages to help the drying process and to make it more comfortable for the user. This style of dryer is an amenity that not every other wash offers. This is an excellent way to generate additional revenue and keep customers coming to a specific wash."

Ease of use, high air volume and warm air gets the Turbo Towel high marks with end users, says Snyder.

"The heated air is a game changer," states Snyder. "The flexibility to meet the different demands with our three Turbo Towel versions is unmatched in the industry. We offer an in-bay style that is controlled by a carwash box, a standalone version that is mounted on a pedestal as one of our detail solutions and we also offer one that is a combination with our vacuum."

New product innovations are helping carwash operators keep on top of the business of drying vehicles, ensuring that motorists exit their establishments in sparkling clean, dry vehicles, ready to hit the road in style. [E]



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Save Our Stores: Ontario Korean Businessmen's Association members (from left) Brian Joonyoung Lee, Shim Youngha, and Kenny Shim speak at a recent press conference to launch the 2022 Save Our Stores campaign.

OKBA Launches Save **Our** Stores Campaign

The Ontario Korean Businessmen's Association (OKBA) recently launched the 2022 Save Our Stores campaign to educate and inform candidates running for all political parties in the June 2 provincial election about the problem of illegal tobacco trafficking.

By Angela Altass

"OKBA launched the original **Save Our Stores** campaign in 2018," says Kenny Shim, president of the Ontario Korean Businessmen's Association. "At that time, our goal was to raise awareness of various issues that were impacting the livelihoods of convenience store operators, including a rapid increase in minimum wage, increases in electricity pricing, red tape with government, and lack of beer and wine sales at convenience stores. We spoke about many issues in that campaign. However, one issue that continues to negatively affect us in a very significant way is the continuation of illegal, unregulated contraband tobacco."

OKBA will be celebrating its 50th anniversary next year and Shim emphasizes that the problem of contraband tobacco is a very serious one for convenience stores in Ontario.

"At our peak, 15 years ago, we had over 2,700 independently owned stores across Ontario," says Shim. "Today, sadly, only 900 member stores remain open and many of our members are barely hanging on. Contraband tobacco is a problem that,

if allowed to continue without immediate and strong government action to fight it, will force more of our stores to close. We do not want this to happen and we believe that government can, and should, do more to address this problem."

Shim says that he appreciates that the last two years, with the pandemic, have been very challenging for everyone, including the government.

"We appreciate that convenience stores have been allowed to remain open, recognized as an essential service," says Shim. "During that time, we saw something very interesting and unexpected happen. During the initial lockdown, in May 2020, our members saw a significant increase in tobacco sales as well as an increase in business overall, because when customers came to our stores they purchased more than tobacco. Our customers were cut off from their normal supply for contraband tobacco due to the pandemic and, as a result, they came back into our stores and purchased legal tobacco, which is sold under strict government regulations. On average, tobacco and >>

overall sales in our stores doubled during the pandemic, and in areas near reserves, like Barrie and Brant County, they experienced a 300 per cent increase in tobacco sales as well as other things that were sold along with the tobacco.”

Shim acknowledges that eradicating contraband tobacco sales will be difficult, if not impossible but he feels strongly that there are things that can be done to help small business owners, like independent convenience store owners, stay afloat.

“When we speak to our counterparts in British Columbia, Alberta, Manitoba and Quebec, they are all experiencing the same difficulties,” says Shim. “According to an Ernst & Young study last year, the sudden unanticipated increase in legal tobacco sales increased the taxes of government across Canada by \$50 million a month. Money needs to be put into law enforcement and agencies dedicated to fighting contraband. We encourage the Ontario government to modernize the *Tobacco Tax Act* so that all law enforcement agencies in Ontario can lay charges and make arrests associated with contraband tobacco. We know that next door in Quebec their government has put in a huge amount of money and a significant investment in law enforcement, which has reduced the amount of illegal tobacco sales in the streets.”

Shim says that OKBA members would welcome the opportunity to have conversations with candidates running in the provincial election.

“After a long winter and an even longer battle with COVID-19, we are hopeful for brighter days ahead,” says Shim. “We desperately need MPPs to understand the challenges we face and we hope they will make time to talk to our members. When it comes to contraband tobacco, the damage is real and our members are shrinking. Independent store owners work very hard. We are used to working six or seven days a week, 14 or 15 hours a day to provide convenience for our store customers regardless of what town or city we may be located in. Our members play by the rules and always follow the ever-changing regulations that our



government asks us to enforce, whether it's lottery sales, fireworks, tobacco products and even, in some cases, beverage alcohol. Our members take the responsibility of selling age-restricted material very seriously. It is our livelihood.”

Convenience store operators are not looking for any sort of special treatment or a government handout to help their businesses, states Shim.

“We simply want the law enforced and our Ontario government to do the right thing,” he says. “When we find people selling contraband right in front of our store window, we try to call the police, metro police or OPP. Whenever we call them, the time they show up is the next day. We want enforcement to be strong and fast so we can reduce contraband in Ontario. We want the government that is going to be elected to take more action. We don't expect it to go down to zero but at least stop those people who are selling right in front of our stores. They're doing it right in front of us and we can't do anything about it.”

Convenience & Carwash Canada reached out to the offices of the Ontario Progressive Conservative (PC), Liberal, New Democratic (NDP), and Green parties for their response to the Save Our Stores campaign. The only response received was a statement from the Liberal party which reads, in part:

“Small businesses are the heart of Ontario's economy. The hardworking women and men in Ontario with an entrepreneurial spirit who open up small businesses to serve their clients and the

“After a long winter and an even longer battle with COVID-19, we are hopeful for brighter days ahead,” says Shim.

SOS

SAVE OUR STORES

www.saveourstores.ca



Kenny Shim, president of the Ontario Korean Businessmen's Association speaks about contraband tobacco at a recent press conference to launch the 2022 Save Our Stores campaign.

broader community deserve to receive the utmost respect and support from their elected officials. We recognize that any illegal activity that hurts small business affects Ontario's families through job losses and service cuts due to lost government revenue. The rise in illegal, contraband tobacco sales that we are noticing in Ontario lately is indeed concerning. Therefore, an Ontario Liberal government will collaborate with businesses, law enforcement agencies, community groups and other stakeholders to stop any and all illegal, criminal activities to ensure that our hardworking entrepreneurs can continue to operate their businesses without disruption."

The Ontario Korean Businessmen's Association met recently with Premier Doug Ford and Ontario's finance minister Peter Bethlenfalvy.

"We were told that the PC government allocated two million dollars to an OPP contraband tobacco task force," says Shim. "When Save Our Stores started in 2018, just before the Ford government came in, Doug Ford visited some of our stores. We talked about contraband quite extensively with Premier Ford and the finance minister on March 28 at Queen's Park and we've been emailing. The finance minister told us they are planning to do more but whether that happens remains to be seen."

Shim and the OKBA will be watching closely to see what is revealed in the provincial budget.

"If they keep promising something and they don't act on it, the only right we have is to vote," he states. [E]



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Grease Interceptor

Protect the Environment with Sustainable Composite Water Solutions

By Ann Ryan and Bruce Coe

After decades of recognizing the value of fiberglass for underground fuel applications at c-stores and carwashes, project owners and engineers at these facilities now recognize the value of fiberglass and composite materials for their water, septic and stormwater applications – from grease interceptors, septic tanks, carwash water reclaim tanks to stormwater management systems. In locations without reliable municipal water supply, the need extends to tanks for potable water and fire-protection water supplies as well.

The Benefits of Fiberglass

Other than storing clean water supplies, the goal for most underground water systems is that they either keep polluted water from entering waterways and aquifers, or that they treat wastewater so that it is clean when it enters waterways and aquifers. In both cases, fiberglass storage tanks offer significant environmental advantages over other materials. The core advantage of fiberglass is that it is inherently resistant to both external corrosion from the surrounding soil and internal corrosion from the liquids being stored. Fiberglass tanks, therefore, require no protective lining or coating, which

involves ongoing maintenance and inspections.

North America's leading fiberglass tank manufacturers offer tanks designed to be watertight and structurally strong. They are designed to withstand H-20/HS-20 and H-25/HS-25 axle loads, and they are not limited by burial depth or water table. These fiberglass tanks can be manufactured to comply with the ANSI/AWWA D120 standard. They also comply with other industry standards that pertain to specific applications.

Another material benefit of fiberglass tanks is that they are lightweight, which makes them easy to ship and install. For many property owners, engineers and contractors, weight is a valuable feature of fiberglass. In remote locations, especially when road conditions are difficult, it can be "a problem bringing in heavy equipment and loads," explains an engineer. "That's when it's a significant benefit to keep loads light."

A fiberglass tank manufacturer able to supply from multiple facilities translates into both lighter loads and shorter shipping distances – another environmental plus. Combined with the longevity of fiberglass installation, fiberglass tanks have a clear edge over other tank materials in terms of sustainability.

Grease Interceptors

Facilities that prepare and serve food have to deal with the fat, oil and grease (FOG) that need to be separated from wastewater before they enter a municipal system. That includes restaurants, grocery stores, airports malls and convenience stores. The simplest way to separate FOG from wastewater is through gravity. The wastewater flow is controlled so that the fat, oil and grease, which weigh less than water, have time to float on the surface of water. Grease interceptors can be customized to meet a site's specific specifications.

Leading fiberglass tank manufacturers design their tanks to comply with IAPMO/ANSI Z1001 standards and the international UPC code. When these fiberglass tanks are cylindrical, the shape creates an additional benefit: a long flow pattern, which offers superior separation. In addition, the smooth, rounded walls of a cylindrical tank allow for easy, thorough pump-out and cleaning (as shown here). With no corners, there is no trapped debris that effectively reduces subsequent storage capacities.

To accommodate the wide range of capacities needed for this product, some fiberglass grease interceptor manufacturers offer tanks in sizes from four to 10 diameters and in a wide range of capacities – often from as small as 1,900 liters [500 gallons] to as large as 113,000 liters [30,000 gallons].

Septic Tanks

Unlike with residential septic systems, wastewater from most c-stores, carwashes and rest stops are not diluted by greywater, such as from showers, washing machines and dishwashers. The wastewater at these sites is therefore highly concentrated and acidic. If the septic system is concrete, this results in even more aggressive deterioration of concrete than would occur when diluted by greywater. A California engineer at one such site explains why they now specify only fiberglass for its septic tanks: "Our problems with concrete over

all these decades made us conclude that it's better to use fiberglass tanks. Even if it's a little more expensive at the start, we're looking for a good quality product over time."

Carwash Water Reclaim Tanks

In markets throughout North America, particularly in regions that value water reclamation and experience water shortages, regulations are in place requiring carwash water reclaim systems. While there is no federal requirement in either Canada or the United States, increasingly, customers need to meet regional or local mandates for the collection, treatment and

reclamation of wastewater.

Water treatment in carwashes takes place in an aggressive, corrosive environment. To ensure longevity of the installation, a corrosion-resistant tank is needed. One example of the benefit of fiberglass is when a carwash treatment system uses ozone. The only tank material compatible for treatment with ozone is fiberglass, with vinyl ester as the applied resin. In simple terms, ozone in water looks for something to attack. When the water isn't "dirty," the ozone attacks the tank material. Vinyl ester protects the fiberglass tank walls from the deterioration ozone would otherwise cause. In contrast, concrete walls would be >>



Fiberglass tank

extremely vulnerable to the damage ozone causes.

Stormwater Management

Increasingly, many convenience stores need either new or updated stormwater management systems. At times, a fiberglass stormwater collection tank is sufficient. However, often a more complete stormwater management system is needed, and pretreatment, filtration and infiltration products are needed.

Often, as shown here, the solution is to install a pretreatment component that removes sediment, solids and heavy metals from stormwater runoff along with stormwater chambers, which provide detention, retention and/or infiltration. In some instances, filters are needed to remove liquid-bound and solid-bound pollutants such as hydrocarbons, solids and heavy metals.

Property owners and developers look for quality and longevity for their projects. For instance, when composite chambers are manufactured to meet – or exceed – standards such as ASTM F2418, F2787 and F2922, their structural strength provides both design life and environmental protection well beyond that of chambers made of other materials. Some of the infiltration chamber products are certified carbon neutral and use renewable or recycled raw materials, which reduce the environmental footprint of a project.

Lightweight and modular stormwater chambers designed for the option of installing a liner have an additional benefit. For instance, they can be configured as a water reuse storage tank for irrigation. Additionally, some companies design systems with an integral pretreatment stage that can be maintained separately from the remainder of the tank, which substantially reduces lifecycle costs. And when installed with hydrodynamic separators, they provide additional water quality protection to the tank. These small footprint systems easily remove gross pollutants such as total suspended solids, hydrocarbons and organic debris before the cleaned water is discharged into nearby waterways or a municipal wastewater system.



Material Advantages of Composites

The same material benefits that made fiberglass the material of choice for underground fuel storage carry over to the storage of all types of water. No matter what kind of liquid is being stored or treated underground, composite structures offer wide-ranging sustainability benefits and strong environmental protection. [9]

Ann Ryan has written for international publications for more than 30 years. As a communications consultant for Shawcor, she writes about sustainable products and solutions that protect the environment. Bruce Coe is the regional sales manager, Western North America, for Shawcor's water market. He and his team specialize in Xerxes fiberglass water and wastewater tanks, and HydroChain stormwater management systems.

What's New



Alto-Shaam Appoints New National Service Manager for Canada

Alto-Shaam, a global leader in the foodservice equipment industry, has appointed Andre Frenette as national service manager for Canada. In this newly created role, Andre, a trained service technician, is tasked with managing and supporting all authorized service providers across Canada. He will also be the primary liaison between service providers in the region and Alto-Shaam's global technical support team.

With more than 25 years of experience in the industry, including field service technician and service manager roles within the food safety, cleaning and kitchen equipment sectors, Andre is looking forward to supporting service providers across Canada: "I'm pleased to be joining the Alto-Shaam family, and am excited to get started in this new role. I'm looking forward to ensuring that we continue to provide our partners and providers with the highest quality products and services - exceeding their expectations at every touch point."

Andre will report directly to Claudio Baldinelli, Alto-Shaam vice president of Canada and Latin America. "Andre joins us with extensive knowledge and experience in the foodservice industry," Claudio said. "I look forward to working with



Ontario Businesses Come Together to Help Ukraine with First Aid Kits

Markdale, ON - Chapman's Ice Cream, in collaboration with several Ontario businesses, is sending out eight pallets of medical supplies to Ukraine. With family in Ukraine, Chapman's Ice Cream is proud of the strong support the local community and businesses have shown in their efforts to help Ukrainian people effected by the war.

Chapman's was joined by SMRS Construction, Georgian Hills Vineyards, Johnson & Schwass Professional Corporation, and The Oshawa Church Hockey League to purchase 1,605 intermediate high-risk first aid kits, much needed in areas effected by Russian bombings. These CNESST compliant first

aid kits have been provided by Findlay Scientific out of Laval, QC. The company generously offered to sell these items at cost for this initiative. Each kit contains 215 lifesaving items.

"We need to do more for Ukraine. With no end in sight of the horrific bombings of civilian targets in Ukraine, we wanted to provide something that would be portable and easy to distribute," said Ashley Chapman, VP of Chapman's. "If we can save one life, it will be more than worth the money and effort to get these into the hands of Ukrainians."

The shipment has been donated to the Canada Ukraine Foundation and its Ukraine Humanitarian Appeal program. It will be airlifted to Poland, taken to Ukraine by trucks and distributed to Ukrainian charity relief organizations across areas in need.

Earlier this month, Chapman's already donated \$50,000 to the Canada Ukraine Foundation. Chapman's #StandWithUkraine social media campaign reached over two million people and generated over 5,000 donations to the same cause.

"With my family and friends in Ukraine, we are in constant communication with the people on the ground effected by the latest aggression. We have noticed a great demand in medical kits like this and decided to focus our efforts on this initiative, which we hope will make a difference," said Lesya



Square Introduces the Next Generation of Square Stand. Reimagined hardware and software usher in new customer-centric commerce experience

Toronto - Square recently unveiled the next generation of Square Stand, the company's iconic countertop device that turns an iPad into a powerful, robust point of sale system that sellers can use to run their entire business. Launching concurrently in all of Square's eight global markets, Square Stand features integrated contactless tap, chip and PIN payments technology, a sleek, professional design and a new checkout flow that provides businesses and their customers with a more intuitive, transparent and streamlined commerce experience.

The reimagined Square Stand - designed in part by Square's hardware engineers in Toronto - offers businesses the most affordable, comprehensive and easy-to-use device for conducting commerce. Square Stand combines Square's point-of-sale software and hardware into one complete solution, enabling sellers to take in-person payments and manage ecommerce sales, deliveries and buy online, pick up in-store orders from a single place. Retaining the classic swivel design of its predecessor, the new Stand now integrates Square's lightning-fast contactless

and chip card readers into the display, helping sellers simplify their countertops and keep their lines moving while eliminating the need for additional payments hardware.

Halim Toudjine, owner of L'Atelier, appreciates the sleek design and intuitive customer interface of the new Square Stand. "The transaction experience is super smooth and I really love the design," says Toudjine. "Customers instantly know that they can insert the card or tap - everything is right on the screen, it's obvious. And it makes the payment process easy, just a part of the conversation." Because L'Atelier has a hair salon within the optometry studio, Toudjine also appreciates the flexibility of the system to act as a POS hub for multiple businesses and revenue streams - tracking sales, appointments and customer communication.

Beginning today, the new Square Stand is available online starting at \$249. Square Stand can also be financed over 12 interest-free instalments of \$21 per month and is compatible with the iPad (2019, 2020, 2021), iPad Air (2019) and iPad Pro 10.5". Sellers pay one flat rate for in-person credit card payments and one for Interac debit payments, including contactless, chip and PIN transactions. Square has no hidden fees or long-term contracts and offers businesses free access to the Square POS app. For more information, please visit square.ca/stand.

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