

# Convenience & CarWash Canada

JULY/AUGUST 2022



## WOMEN IN CARWASH CONFERENCE: EMPOWERING & IMPACTFUL

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**PROTECTING THE ENVIRONMENT**

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VEHICLE WASHING CHEMICAL & EQUIPMENT SUPPLIER

## INDUSTRY LEADING

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## Summertime Sales



Hello and welcome to what is supposed to be summer. Here in Winnipeg we have had more than a full season's rainfall already and that season hasn't begun. So, how do you as a retailer cope with summertime sales when summer hasn't arrived?

This issue we speak to you about dinner offerings, healthier snacks and how the change in Canadian consumer demands are changing. Consider offering your customers the best service, the best products and personalize your service. It matters and it'll be remembered.

I recently spent some time at a large hotel in Niagara Falls and what I remember the most about the hotel was the lousy service by the management team. The total lack of care that they showed was a reflection of their hotel brand. Don't be that stop along the way that your customers remember as the last place they'd ever go back to. Have your staff show them what great service looks like, have your customers leave looking forward to seeing that smiling face at the pump, at the wash or at the front counter, again.

Service matters. Smiles say so much and frowns, well, they're best left at home. In today's economy, service industries such as ours need to stand out, they need to stand tall and treat every customer like they matter, we do and they do. We're all customers, remember that.

Have you considered adding on new services in your neighbourhood to make it more convenient for your customers to mail a letter, pick up a parcel or more? Check out our add-on services article and our mobile payments article.

The carwash and the retail petroleum markets in Canada are changing fast. In Winnipeg in the last three months, two major gas and carwash sites in my neighbourhood have closed permanently. This has left us wondering where we will get gas and a carwash now. One of these sites will now be a 13-story condo complex, the other I'm not sure, it's just closed.

With this happening across the country and then new, bigger washes opening up, site design matters. Timothy Hogue, president of Modern Wash, shares his insight with us.

We recently held the 6th Women in Carwash conference and want to share with you details about this exciting event and invite you to join us for the 7th Women in Carwash conference to be held January 15 – 17 in Fort Lauderdale.

I hope that you enjoy this edition. As always, my business is your business, and our open-door policy to your valuable feedback is more important than ever for without you, we cease to be. If you have comments or would like to have your site featured in an upcoming edition, please email [bjohnstone@convenience-andcarwash.com](mailto:bjohnstone@convenience-andcarwash.com)

Enjoy the summer,

Brenda Jane Johnstone  
Publisher

## Celebrities at Convenience Stores



Convenience stores can attract customers from every walk of life and varied lifestyles. Recently the Canadian group The Arkells posted a photograph on social media of themselves at a Hasty Market buying band-aids before the Juno Awards ceremony because new shoes were rubbing the feet of one of the band members.

I recently had the pleasure of interviewing Canadian rock music legend Myles Goodwyn, lead singer of April Wine, and I couldn't resist asking him what items he purchases while on the road. To read the full article, and find out what those items are, visit [www.convenienceandcarwash.com](http://www.convenienceandcarwash.com).

Myles has a new solo album, called Long Pants, and is touring with April Wine as well as doing separate shows as part of the Myles Goodwyn Trio. I saw the trio perform in Oshawa, Ontario and fully recommend taking in the show when it comes to a town near you.

Now that live shows are available again, it is with enhanced enthusiasm that we attend an event to hear and see our favourite celebrities perform, whether it be on a small stage or in a sporting arena. Stops along the way to a venue or on the route back home means more business for convenience stores, whether it is the fan or the celebrity who is doing the shopping.

Many people will be making road trips this summer. Some trips will be short and others will be longer, cross-

ing several towns and provinces. Make sure your location is ready for the travelers, wherever they hail from and whatever the purpose for their journey. You never know when that person coming in your door might be someone with a large social media following and maybe, just maybe, they'll mention your store to their followers.

Happy summer and may we all enjoy the freedom to travel, to see shows, attend gatherings and don't forget to check out the Myles Goodwyn article on [www.convenienceandcarwash.com](http://www.convenienceandcarwash.com) to read about one of Canada's great celebrities. Thank you Myles for the great conversation and for taking the time to shop and support local businesses when you're visiting a town.

Angela Altass  
Managing Editor



Myles Goodwyn

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### AWARDS





By Angela Altass

# Sixth Women in Carwash Conference: Empowering and Impactful

The sixth Women in Carwash Conference, held in Niagara Falls, Ontario, June 20-22, was a resounding success. With attendees from the carwash industry continuing to praise this unique event, many have already expressed interest in the next conference scheduled for Florida in January.

By Angela Altass

**“Personally, for me, this conference is one of a kind,”** says attendee MaryAnne Irvine, president, London Mat Industries.

Known for its intimate ambiance, the Women in Carwash conference once again provided attendees with a chance to network and make new friends as they gleaned knowledge and information about the carwash industry and gained skills that can be used in everyday life.

“I loved every moment,” says Irvine. “This conference allows time and space for you to get to know one another, build new relationships and friendships, rather than focusing on the fact you may be competitors outside of the conference. I find the Women in Carwash conference to be about lifting each other up as women, sharing knowledge and experience. This has been my fourth conference and each one has provided me an opportunity

to learn more about myself and grow as a leader. I find myself being able to open up, share my experiences, and say what I really think within a group that I can create a rapport with.”

The conference is an opportunity to connect with like-minded women who are experiencing different sides of a booming industry, says conference attendee Savannah Brush, lead account executive, Welcomemat.

“Most carwash events I’ve attended have been primarily focused on the day-to-day operations,” notes Brush. “This conference focused more on empowering women who are leaders in the industry through skill enhancement and sharing about each attendee’s experiences. There was a lot more time to connect with one another than expected, which I prefer versus sitting in lectures for the majority of the time.”



It was great to be able to network in a safe space, says Brush.

"You have the opportunity to discuss challenges and how we can find creative solutions to them," says Brush. "There is the opportunity to work on self-improvement in a safe environment where people are willing to listen and share. It also had great food, plenty of free time to enjoy the destination you're in and fun activities."

The event brings together ladies within the carwash industry from a vast array of backgrounds and roles, notes conference attendee Megan Scheid, vice president of human resources strategy, Tommy Car Wash Systems.

"The conference exceeded my expectations," says Scheid. "It includes activities and sessions for both professional and personal development, as well as fun and getting to know each other. The speakers were very inspirational. The conference helps connect women and lead them to being the best versions of themselves."

The conference included information sessions on topics ranging from body language for leaders to understanding financial statements.

"The hiring, training and retaining seminar was amazing," states carwash owner and conference attendee Melanie Sands. "This conference was extremely beneficial with regards to HR

and writing skills. I loved the smaller groups and getting to know the other people at the conference. It's a wonderful and fun way to learn and grow as a person and to improve my business."

The response to the hiring, training and retention workshop was very positive, says Karen Smith, training and compliance manager, Valet Car Washes, who lead the session.

"This is a subject affecting all businesses so it was timely and well received," says Smith. "I heard one attendee took six pages of notes."

Smith describes the entire conference as affirming and uplifting and particularly mentions a highlight being the authentic leader of tomorrow keynote presentation by Connie-Lee Bennett, who she describes as a powerful speaker and wonderful woman to talk to.

"Attending the Women in Carwash sixth biannual conference felt like a family reunion," states Bennett. "I was inspired by the immediate connections that were made by the participants. It was clear that the attendees wanted to learn a great deal more than just about the carwash industry. They wanted to learn how to be the best versions of themselves, to lead as role models and truly make a difference in their organizations and lives."

Bennett tells the conference attendees and "authentic leaders" that now is their time to stand on the centre stage of their lives.

"I was touched by the level of vulnerability shared, which provided for a safe space for others to authentically express what problems they had been experiencing and ask for the support needed," says Bennett. "Deep connections were made at this conference and, I believe, life-long friendships, where the women in the carwash industry will continue to empower others."

The conference is a great way to connect with different types of leaders, including CEOs, carwash managers, chemical representatives, and insurance agents, says Melissa Pirkey, who presented a session on the ins and outs of insurance.



The response to the hiring, training and retention workshop was very positive, says Karen Smith, training and compliance manager, Valet Car Washes.



“The guests really enjoyed learning about insurance coverages and how to prevent claims in order to save money on their insurance premiums,” says Pirkey. “The guests asked a lot of questions and were thoroughly engaged throughout the process. At the end of the session, the guests asked if I could also teach a sales and relationship building class next time.”

The Women in Carwash conference is a great way to make connections in the carwash industry and form a professional, lasting bond with others who are growing and learning together, says Pirkey.

“I would describe it as informative in all things carwash and it also provides personal, as well as professional, growth,” says Pirkey. “I would state that it is more than worth the cost to attend and more companies should send more of their staff as being part of this conference has done nothing but enhance my professional and personal life.”

As a new attendee to a Women in Carwash conference, Fran DeGouveia, marketing coordinator, Just Lubes Ltd., says she was pleasantly surprised by the openness of all the women sharing their experiences and insight.

“It was a nice mix of event veterans and fellow newbies,” states DeGouveia. “As many of the delegates, I work in a male dominated industry and coming out of a pandemic, it was nice to meet new people and experience some synergies with these ladies. It’s a great forum to let your hair down and be your genuine self. The more open you are about your experience, or lack thereof, you’ll discover you are not alone.”

The conference is a game changer for those who are open to career growth in the carwash industry, says global and domestic

realtor Jacqueline Goohs, whose vision board workshop was one of DeGouveia’s favourite sessions.

“The community building and sharing of information and growth experiences in every part of the conference stands out the most to me,” says Goohs. “The response to the vision board workshop was very positive. The participants were surprised that our vision boarding had a slant on perspective. Focusing on strategic vision boarding for career and lifestyle utilizing the business practices of strength, weaknesses, opportunities, threats (SWOT) analysis and key performance indicators (KPI) indexing for business and teams.”

Freelance writer Gretchen Matthews, who lead a you can write workshop, says the entire conference is a boost to the spirits.

“It was my pleasure to present the you can write workshop; my third presentation for a Women in Carwash conference,” says Matthews. “Attendees at these events are consistently engaged and receptive to new ideas. This time, while I spoke and watched people work on my writing exercises in small groups, I saw their faces light up with recognition, understanding, and a genuine desire to collaborate. Afterward, several people approached me to request more information about my services or to say thanks for sharing my expertise. It’s very gratifying to offer a presentation in such a supportive environment.”

Matthews says she appreciated the conference seminars that encouraged her to consider how her inner life impacts her exterior one and the way she processes information, manages teams, or approaches speaking engagements.

“And, we had fun,” exclaims Matthews. “How many people have been to a business conference that featured a dance party?”





“This conference just keeps getting better and better,” says **Johnstone**. “What a fabulous group of women who attended the conference in Niagara Falls. What a great conference and what fun we had.”

Now I have! The attendees were also very down-to-earth and willing to share their experiences in meaningful ways. Many of the conversations I had will stay with me.”

The dance party was an evening event featuring 70s and 80s music with karaoke.

“Guests wore costumes from these two decades and danced the night away,” says conference organizer Brenda Johnstone. “A few people gave us some great karaoke renditions and Scott Crawford, who hosted the carwash chemical workshop, serenaded his wife with his karaoke rendition of I Swear. It was a fabulous party.”

*Women in Carwash* is a place to grow, both professionally and personally,” says Matthews.

“If you’re looking for networking opportunities, you’ll find them,” she says. “Programs to enhance your skill set? You’ll get those too. You’ll also make many new friends and learn a thing or two about yourself. It’s great value for anyone connected to the carwash industry.”

Johnstone expresses a big thank you to everyone who attended the conference with a special acknowledgement of the sponsors who made the event possible. Conference sponsorship information is available by contacting her at 204-489-4215 or emailing [bjj@womenincarwash.com](mailto:bjj@womenincarwash.com). Visit [www.womenincarwash.com](http://www.womenincarwash.com) for full details and registration information for upcoming conferences.

“This conference just keeps getting better and better,” says Johnstone. “What a fabulous group of women who attended the conference in Niagara Falls. What a great conference and what fun we had.” 📸







## Foodservice Dinner

# All that's needed is a kitchen, cooler and an entrepreneurial spirit

By Meline Beach

**When it comes to foodservice**, don't stop at roller grill hotdogs or heat lamp pizza. Dinner is a viable and profitable category for any C&G retailer that has a kitchen, a cooler, and an entrepreneurial spirit. Whether your foodservice offering is independently managed or franchised, the options for delicious dinners are limitless.





### Franchised option

Subway Canada partners with many convenience stores across the country, including Circle K, ONroute, and different independents. As one of the world's largest quick-service restaurant brands, their made-to-order sandwiches, wraps, salads, and bowls paired with chips or cookies and a beverage, represent a well-rounded meal. Their source of pride is their fresh ingredients, including Canadian farm-raised proteins, such as deli-style turkey and ham, rotisserie-style chicken, and grilled chicken; seasonal locally-sourced veggies; and innovative bold flavours and toppings like Canadian cheddar cheese.

Sunny Corner General Store in Sunny Corner, New Brunswick features a gas bar, an ANBL (alcohol sales) and a c-store with a 240-square-foot Subway franchise. Every meal occasion is covered within their business hours of 7 a.m. to 10 p.m. In terms of the dinner category, customer favourites are chicken, steak, and assorted cold cuts, though the menu changes frequently to keep options fresh.

"While each Subway restaurant is franchisee-owned and operated, menu offerings can vary from location to location depending on product availability and capacity," says Subway Country Director, Doug Fry. "Typically, the full menu is offered at convenience store locations and includes different portion sizes for a lighter or fuller meal, with the inclusion of protein (and double-protein) customizations."

For sales and marketing, franchise owners and operators can



**For sales and marketing, franchise owners and operators can rely on Subway Canada for support. The company leverages a strategic marketing mix to engage with Canadians. This includes TV creative, public relations, social content, influencer partnerships, digital media and CRM newsletter distribution.**

rely on Subway Canada for support. The company leverages a strategic marketing mix to engage with Canadians. This includes TV creative, public relations, social content, influencer partnerships, digital media and CRM newsletter distribution, and their proprietary app to work cohesively to serve Canadians the latest news and promotions.

Locally, Sunny Corner General Store staff promote their foodservice offering using in-store and outdoor signage as well as the company's Facebook page.

"Staff are also trained to work both sides of the >>

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business-convenience store and Subway—to cross-promote and help drive sales,” says Kathy Astle, general manager of Sunny Corner General Store, who has offered customers free food samples to pique interest. “We schedule three staff to work the Subway counter during lunch and dinner peak times, with a one and a half to two-hour shift overlap to ensure fast and efficient service.”

The store’s loyalty program also promotes the Subway franchise. With every \$15 spent on gas, customers can collect a stamp. For every 12 stamps collected, a free 6” sub is offered.

“The wonderful smell of bread and cookies baking in the store also work well in driving sales,” says Astle.

If you’re interested in owning a Subway franchise and possess an entrepreneurial spirit committed to building a successful business, Subway Canada invites you to contact them directly at <https://www.subway.com/en-CA/OwnAFranchise/NextSteps>.

“Convenience store owners can propose a location through our franchising team if they have a location they believe would be great for a Subway restaurant and what they have to offer,” says Fry.

#### **Independently managed**

Prakash Patel is the owner of Corner Store Convenience & Takeout in Linwood, Ontario. The Corner Store, which has been serving the community since 2001, has a full-sized kitchen with a sandwich unit, stove, and fryer. The 500-square-foot kitchen offers many different food items, including fresh subs, burgers and sandwiches, wraps, wings, chili, a variety of sides and two dinner plates: breaded boneless chicken strips and English-style Alaskan pollock—typically served within 10 minutes of ordering.

For the dinner category, customers can spend approximately \$8 for a whole-some meal. The store’s assorted sub and chicken burgers are top sellers.

Patel makes every effort to source his ingredients locally and where not possible, he relies on Flanagan Foodservice as his food distributor. Based in Ontario, Flanagan provides over 10,000 items to foodservice operators across the province.

At 100 made-to-order food sales per week, to mostly repeat customers and some visitors too, the Corner Store Convenience & Takeout has a loyal customer base. Prakash’s secret to success is fresh ingredients and fast service. With 17 reviews and a 4.2-star rating on Google, Corner Store Convenience & Takeout is cooking up something right.



**IN THE END, CONSUMERS WANT CHOICE—BE IT FRESH, MADE TO ORDER, OR FROZEN. GIVEN BUSY LIFESTYLES, NOT EVERYONE HAS THE TIME OR ENERGY TO MAKE A MEAL FROM SCRATCH. THE NEIGHBOURHOOD CONVENIENCE STORE CAN SERVE ITS COMMUNITY’S FOODSERVICE NEEDS WITH A KITCHEN, A COOLER, AND AN ENTREPRENEURIAL SPIRIT.**



Even with a cooler, c-stores can participate in the dinner category. Chilled or frozen grab-n-go foods serve customers on the run. Salads with a side of protein, such as chicken, ham or tofu, lasagna and other pasta, protein bowls with rice and vegetables, burritos, meatloaf, panini, and flatbread sandwiches are easy to heat in-store or at home.

In the end, consumers want choice—be it fresh, made to order, or frozen. Given busy lifestyles, not everyone has the time or energy to make a meal from scratch. The neighbourhood convenience store can serve its community’s foodservice needs with a kitchen, a cooler, and an entrepreneurial spirit.

When it comes to foodservice, and the dinner category, the options, and ideas are limitless. One way to get started is to ask your customers about what foods interest them and suppliers about what’s trending. Retailers entering the category should consider starting small with just a few dinner options to choose from—see what sells and what doesn’t before expanding the program. Soon enough, your c-store will be known as the destination of choice for quick, quality food. A positive reputation will only raise revenue. **■**

*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.*





## The travel category is set to take off!

After a year of stay-at-home orders, many of us are experiencing a pent-up desire to travel. With travel restrictions lifting this summer, make sure you're prepared with a full travel section.

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# Getting Back to Healthier Snacking

Summer weather encourages on-the-go activity and this year there is a switch in attitude towards snacking.

By Angela Altass



**People want healthier snacks that do not compromise on taste,** says Elysia Vandenhurk, co-founder and chief brand and innovation officer, Three Farmer Foods Inc.

**“The pandemic drove many of us** back to what made us feel comfortable and gave us some solace from the challenges of the pandemic, which meant that we often chose things that were more decadent over things that were healthy,” says Marshall Rader, co-founder and CEO, The Gluten Free Bar (The GFB). “As the timeline of the pandemic has evolved, we, as consumers, have started to go back to focusing on better for you and longer term choices, which means the demand for better-for-you snacks at all retail channels will continue to grow.”

Customers like to have snacking options, notes Rader.

“The core items of chips, candy, and gum will always be critical, but many consumers are also looking for better for you choices,” says Rader. “I think having a reasonable variety of better for you items will help grow overall sales.”

Better for you snacking is on the rise, says Wade Crouch, head of marketing,

Riverside Natural Foods Ltd.

“People are getting back to eating more snacks on the go,” notes Crouch. “What we’ve found through our research is that the number one driver of preference and purchase is taste. People want great tasting products that deliver on any number of healthy attributes. It could be low sugar, organic, or free from allergens, depending on the individual.”

People want healthier snacks that do not compromise on taste, says Elysia Vandenhurk, co-founder and chief brand and innovation officer, Three Farmer Foods Inc.

“Functionality-wise the top attributes we see are protein and fibre,” says Vandenhurk. “People don’t want the sugar spike that just leaves them tired an hour later anymore. They don’t want to snack on something and be hungry again 30 minutes later. They want protein, fibre, energy, low sugar, and low fat. Consumers are also looking to know where their products are made and where they come from.”

With keen consumer interest in plant-based foods, Dan Reed, director of marketing, Chicago Vegan Foods suggests retailers dedicate a space for plant-based snacks.

“According to Statista, sales of plant-based sweet and savoury snacks in North America were over \$263 million in 2020 and are expected to hit \$477.5 million by >>



2026,” states Reed.

Consumers are looking for zero sugar snacks, says Kylie Landry, brand manager, Direct Plus Food Group.

“Many consumers looking for healthy snacks are demanding low sugar or zero sugar options.” Says Landry. “Many Canadians would like to support local brands. Retailers should give their customers a choice to buy local, Canadian-made products.”

People are looking for healthy snacking options, says Warren Brown, founder, Spark Bites.

“We have people coming to us asking for functional foods that aid gut health,” says Brown. “It seems the impact of the pandemic has focused individuals to proactively treat their health seriously.

the store.”

For many convenience stores, this is a new category of business, says Anderson.

“In my conversations with convenience retailers, many believe their customers will not buy healthy foods so they are afraid to take the risk and use valuable store space,” says Anderson. “This is somewhat true. Their current core customer is maybe not as concerned about buying healthy foods but there is a whole other target group of consumers who are being missed. There is a big opportunity to increase incremental sales.”

Thomas Sheehan, owner of four Enniskillen General Stores in Ontario, says the percentage of customers coming into his stores asking for healthier snacking options is growing.

“We sell a lot of ice cream and people are looking for alternatives, such as dairy-free and gluten-free,” says Sheehan. “We are definitely adding more healthier options for other products too, such as protein bars, low sodium snacks and zero sugar drinks.”

Healthy still needs to be delicious, says Attila Szanyi, founder and president of Popbox Market in Toronto, Ontario.

“I’ve always thought of our store as a premium food and snack store,” says Szanyi. “As we’ve evolved over the years and we select items for our store, it’s always what is the best, most exciting version in a category. Healthy is an underlying quality but we try to balance it out and do not compromise on taste. We have a lot of snacks but we have good versions of them.”

People want products that have healthy looking and sounding ingredients. They want functionality in their foods. They want clean label ingredients, organic or non-GMO or anything that’s easily pronounceable. Indulgence will always have a major role for snacking but healthier options that aid or contribute to making the consumer’s day better, the planet better, or the community better align with the new value set of the post-COVID consumer.”

People are becoming more educated and are demanding transparency and quality, says Krista Anderson, founder, ESSTAR.

“A better for you semi-healthy snack set is not the solution and gives the image that there is still not anything healthy in the store,” says Anderson, whose company can create Healthy On The Go display solutions for Canadian retailers in partnership with their distributors. “These items must be separated from the rest of the store and displayed either on an endcap or a small floor display that can be positioned in a high traffic area of the store with signage that showcases that these items are different than the rest of the products in



Photo by Damian Achilles



## PACKING A LUNCH

As children have returned to in-classroom learning during the school months and camping or other adventures during the summer, the challenge of packing lunches has also resurfaced. Below are some new product suggestions that could entice parents into your store.

- **GFB Bites:**

Great taste combined with protein. Each single serving pack has 110 calories, four to five grams of plant-based protein and five grams of sugar, is non-GMO verified, gluten-free, and soy-free.

- **MadeGood Star Puffed Crackers:**

Flavours: Cheddar, Sea Salt, Pizza. Nut-free, allergen friendly, organic, contains nutrients from vegetables, non-GMO, gluten-free and vegan.

- **MadeGood Cookies:**

New flavours: Chocolate Chip, Vanilla, Double Chocolate, and Sweet Cinnamon. Nut-free, allergen friendly, organic, contains nutrients from vegetables, non-GMO, gluten-free, vegan, recyclable bag.

- **Three Farmer Foods Roasted Fava Beans:**

New flavours: Dill Pickle and Jalapeno Lime. Dry roasted with plant protein and fibre.

- **Dandies Marshmallows:**

New Flavour: Maple. Plant-based, vegan, certified kosher, non-GMO project verified, and free of many common allergens. No artificial flavours or colours, no corn syrup, no gelatin, and no gluten.

- **McSweeney's ZERO Sugar Beef Jerky:**

New flavour: Smokin' Jalapeno. Gluten-free and keto friendly.

- **McSweeney's All Beef Pep 'N Ched 90g:**

A combination of an all-beef pepperoni stick with a real cheddar cheese stick made from Canadian milk. Gluten-free and keto friendly.

- **Spark Bites:**

New flavours: Chocolate Chip, Turmeric. Non-GMO project verified, gluten-free, vegan friendly.



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**Gift Cards are a proven method to increase foot traffic to stores, says Rebecca Winter, director retail sales, Payment Source.**

By Angela Altass

# Increasing Foot Traffic with Add-On Services

The services that your store provides to customers can have a significant impact on your business. In this article, we look at some add-on services you might consider offering your customers if you don't already have them.

**Automated Teller Machines (ATMs)** can attract customers to your store. "ATMs, for some people, are the destination item they are looking for, which brings added traffic to a location," says Doug Whitehead, owner of Evolution Cash Technologies. "Others use ATMs on impulse because they're handy."

There are many ATM providers with many different options, notes Whitehead.

"As one would do for any business expense, due diligence is important when choosing the ATM solution for your store," says Whitehead. "Things change,

and one might want to rent a machine for a while to see how it works and then purchase to increase revenue. Renting versus owning is probably a question that your accountant best answers. Depending on the contract with the supplier, there can be additional expenses."

ATMs last many years and the important thing to keep in mind is the added traffic and revenue that the machines can provide from such a small footprint states Whitehead.

**Gift Cards** are a proven method to increase foot traffic to stores, says Rebecca Winter, director retail sales, Payment Source.

>>



**Canada Post often reaches out to local businesses to gauge their interest in hosting a postal outlet. The main criteria for partnering with a business to host a postal outlet is the need for the service in the community.**

“Gift card customers will likely purchase additional products, which means more money for your business,” says Winter. “Retailers near schools will see increased traffic as kids come in to buy cards for online gaming or subscriptions and will often purchase snacks too. Retailers in areas with many new Canadians or underbanked populations can benefit from gift cards as the customers will use them to access digital services that would otherwise require a credit card.”

Payment Source offers a selection of popular gift cards to make your store a convenient, one-stop-shop for the most popular retail brands, says Winter. A highly visible area near the front door or cash area is the best location for gift card displays.

“We send retailers a free gift card spinner ready out of the box,” says Winter. “If store owners are going to use their own slat wall space, we recommend that they use a highly visible area and that the pegs be placed at eye level. We provide our retailers with marketing material, such as window decals, posters, wobblers, and

other promotional items that we recommend be placed in their stores. The decals and posters are most successful when placed at eye level on an entrance door or a window directly to the left or right of the main entrance. If gas pumps are available, we recommend using some of the material provided there for optimal success.”

Retailers earn a percentage commission for each successful gift card activation.

“The more transactions they do, the more revenue they will earn,” explains Winter, noting that each product varies in regard to the percentage earned. “The great thing about our gift card program is that the retailer is not charged for the card until they activate it. We provide all of the inventory to them based on a consignment model. We manage the gift card inventory so the retailer doesn’t have to. When they’re low, we automatically send them a new shipment.”

While retailers don’t need to be proficient in all products, having some knowledge is helpful, says Winter.

Consumers have always loved gift





cards, says Cole Baldwin, business expert and sales leader at Square Canada. Square Marketing, launched in Canada last November, allows retailers to promote their gift card programs to customers through email and let them know about special discounts or promotions.

**Loyalty programs** are also effective for convenience stores because they add value to the customer experience beyond the first interaction purchase, notes Baldwin.

"In an industry based on convenience rather than loyalty, a loyalty program that rewards customers for continuing patronage and engagement can go a long way, notes Baldwin.

**Canada Post** often reaches out to local businesses to gauge their interest in hosting a postal outlet. The main criteria for partnering with a business to host a postal outlet is the need for the service in the community. An interested business can submit an application through the Canada Post website [www.canadapost.ca](http://www.canadapost.ca).

"There are basic initial criteria that must be met," says Phil Legault, media relations, Canada Post. "It must be a retail trade business. The building must be accessible to those with mobility issues. There needs to be enough space to accommodate postal services and the business must have convenient regular hours and be ready to invest in the postal outlet."

**Package drop-off and pick-up programs** can attract customers. PUDO is a courier-neutral parcel pick-up and drop-off technology and logistics network.

"PUDO's model was purposely built for the convenience store sector and the results have been amazing," says Frank Coccia, founder and CEO, PUDO Inc. "We are not a courier company and this is the advantage that the PUDO network and our technology has over direct courier relationships. Our technology connects e-commerce retailers and consumers with couriers of their choice resulting in more foot traffic for participating

c-stores."

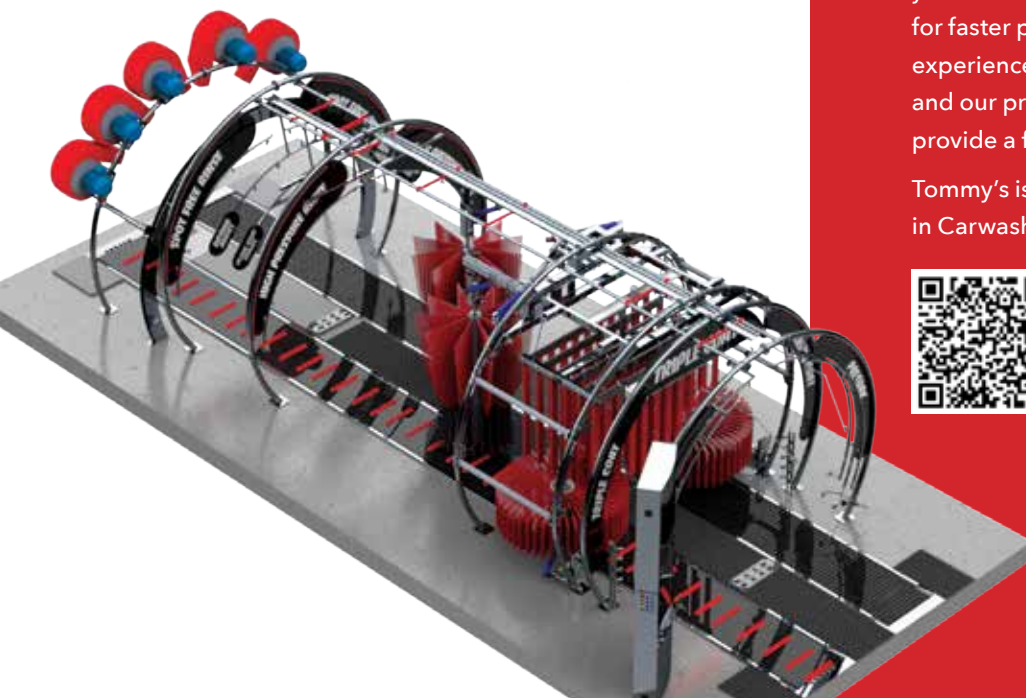
There are several add-on service opportunities to consider for your store; whichever ones you decide to offer will influence which consumers do business at your location.

"We have all services that a convenience store would provide," comments Gino Vecia, vice president of sales, Hasty Market Corporation. "Various sites have copying, flowers, ATMs, plus local bitcoin, and we have hooked up with Uber and DoorDash at several sites also."

Enniskillen General Store, with four Ontario locations: Enniskillen, Peterborough, Bowmanville, and Oshawa, has ATMs and also sells postage stamps.

"We don't have flowers but we have talked about adding flowers for certain holidays," notes owner Thomas Sheehan. "We also have an outdoor patio where people can sit and eat ice cream they've purchased in the store." 📍

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# Mobile Payment Providers

By Angela Altass

**Consumers are increasingly paying** for purchases through portable electronic devices.

“Many Canadian convenience stores have grown accustomed to keypad card machines to close their sales,” notes Cole Baldwin, business expert and sales leader at Square Canada. “It’s a familiar solution but it’s wildly outdated.”

As convenience store customers are looking to use their tablets or smartphones to make mobile payments with increasing frequency, *Convenience & Carwash Canada* offers this brief look at some of the mobile payment provider options available to retailers.

**Square Terminal** offers convenience stores a modern, elegant device with point-of-sale (POS) software that seamlessly handles all terminal updates through overnight, automatic and free software updates.

**Square for Retail** was introduced to Canada last year, providing another solution for convenience stores that will provide access to a complete POS system. “This is a great solution for convenience stores to manage their inventory with less stress and better reach their customers wherever they are,” says Baldwin. “Due to the integration with Square Online, this solution could help convenience stores with things like in-store pick-up and barcode scanning.”

**PayPal QR Code Touch-Free Payments** was launched in Canada in 2020, allowing small businesses to accept touch-free mobile payments from their customers using the PayPal app. Those who are selling can print a QR code that customers can scan and enter the amount they’re paying and send money immediately. “Throughout the pandemic, we’ve seen a surge in demand for digital payments to include



PayPal QR Code Touch-Free Payments was launched in Canada in 2020, allowing small businesses to accept touch-free mobile payments from their customers using the PayPal app.



## Pay Touch-Free with PayPal.




safe and affordable solutions for in-person payments,” says John Kunze, senior vice president of customer experience, PayPal. “We rolled out QR codes for buyers and sellers so they can shop and sell safely. They don’t need any new devices or expensive point-of-sale terminals. All they need is a PayPal account and their smartphone.”

**Google Wallet** is an application that holds digital versions of the physical items you carry around in your actual wallet or purse. It will be available soon in over 40 countries for Android and Wear OS devices. You can pay with the cards stored in Google Wallet in stores where Google Pay is accepted. Your financial institution verifies your identity before your card can be added to your phone.

**Apple Wallet** is an iPhone and Apple Watch app that securely and conveniently organizes your credit and debit cards, rewards cards, and more. Apple Pay is the way to pay and make secure purchases in stores, apps, and on the web. Apple Wallet is the place where you store your credit or debit cards so you can use them with Apple Pay.

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**Mastercard Shop Anywhere** allows retailers to create straightforward shopper experiences that can be modified based on their needs. It improves the speed of the shopper journey by offering consumers no wait, no checkout lines, and secure payments. Shop Anywhere can be deployed across various physical spaces, including convenience stores.

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# Things to Consider When Designing a New Carwash Building

By Timothy Hogue

**Building design is defined as** the process of taking a client's requirements for a new building or changes to an existing building and translating them into an agreed design that should fit the purpose for which they are designed and translate that into a buildable system which a contractor is then able to construct.

When considering the type of structure that is desired it is most important to understand the function the structure is expected to fulfill.

Many building types are considered better for certain uses as defined by the needs and function of the structure.

This article is primarily focused on the modern carwash structure.

A modern carwash structure is primarily a high-tech based laboratory today,

quite different from the carwash buildings of just a few years ago.

The carwash, primarily being a high-tech laboratory, requires very specific items in that consideration of mechanical, plumbing and electrical needs are of very important concern and should be carefully considered in the initial design and layout of how the structure will incorporate these as this type of building utilizes an intense level of these services in the function and design.

Think of hospitals, clinics and laboratories as other buildings that make heavy use of these same services. It may very well put a modern carwash building and design into perspective as it also fits into this same category of structure.

Taking these things into account, the design of a modern carwash should

be thoroughly considered as you move through each phase of the building design. There are typically eight steps in the design process:

1. **Function**
2. **Daylighting**
3. **Site Considerations, Access, Traffic Flow, Site Design**
4. **Visibility**
5. **Design Trends. Materials, Desired Building Style**
6. **Equipment Requirements**
7. **Signage, Lighting**
8. **Operations**

**1. The function of any structure should be considered as to how it will be used and what are the requirements and needs that are expected of the building.**

A carwash performs the main function of allowing a vehicle to enter the structure easily, have equipment perform the wash, cleansing and drying of the vehicle as it easily exits the structure. This may sound simplistic but in fact there are multiple things which must be considered as each of these processes are performed.

The main layout of the structure is similar in design in that there is a main bay or tunnel in which the vehicle occupies the space as it travels through its cleaning >>



process, an equipment room which is adjacent to the tunnel that houses the support equipment and supplies that perform the function of the wash. This area is occupied by the staff that perform the various support functions required by the carwash as well as maintenance schedules, etc.

So, the tunnel is technically an unoccupied space (in that people are not occupying the space but vehicles). The equipment room is considered an occupied space in which people are spending time without the protection of a vehicle. This distinction is important as the building code and requirements are different for occupied versus unoccupied space. This of course affects the design of these spaces. One example of this is that there are higher insulation requirements in the equipment room as compared to the tunnel.

Also, the type of carwash equipment that you pick may have drastically different requirements regarding the amount of, as well as installation of, its support, i.e. mechanical requirements, the plumbing and electrical requirements. These should be considered early in the process as you consider what impacts these requirements may have on the design of the building, where you will need reinforced wall sections to support the equipment, where the utility will need to enter the structure, how will the equipment in the tunnel be plumbed from the equipment room, etc. These are all part of function

requirements that may affect the form of the building design.

Consider carefully what you and your business want to relay to your potential clients.

Knowing the identity of your business will help lead you through many choices you must make regarding the design of your building. Just as a friendly smile on your face relates to others a certain message the exterior of your building design will relay a message to your potential clients.

## 2. Daylighting

It is helpful to regard the carwash building as a high-tech enclosure for sophisticated processing equipment.

When looking at this definition you may think of any enclosure for equipment as helping to show the attributes and interest of the equipment to anyone interested in using the equipment. Think daylighting: large glass areas which showcase the equipment performing its various functions to the onlooker that may have an interest in getting a carwash. They can see the equipment performing its function which causes the customer to feel safer and secure about getting their car washed.

So, when designing a modern carwash building, daylighting and its benefits must be taken into account. Studies have shown that this not only helps the folks outside the carwash to desire getting a

carwash but it also enhances the calm and emotional condition of the folks inside the carwash. Daylighting, along with bright interior space, cannot be ignored when designing a modern carwash facility.

## 3. Site Design

The site layout is one of the most important factors in the ultimate building design and must be taken into account early in the design process. A good initial site plan can identify the potential issues that may affect your overall design.

As you can imagine, the site itself can affect the various aspects of the design of the carwash structure. Setbacks and utility easements can cut down the overall size of the carwash as well as impact the arrangement of the building's placement on the site. These factors can help to determine where office towers and signage towers can be placed due to size as well as what visibility corridors are affected. If a site is desirable, but will affect the overall size of the carwash, there are ways to mitigate the size reduction by using two storey or elevated equipment mezzanines which allow height to be used to overcome standard width and length restrictions.

## 4. Visibility

As when designing any retail business structure, visibility of the structure is of most importance. It could be the main factor to determine a successful business



as compared to an unsuccessful one.

Obviously, you are building your modern carwash building so that it may be easily visible by the public and used to the full extent. In order to do this, the site that you have chosen needs to have the traffic and geographic criteria to support it as well as be highly visible by the largest percentage of the traffic in the area. Typical modern carwash structures help to overcome any deficit in this visibility by utilizing towers. These tower areas can be used merely for signage or designed as occupied office and operations space. There are even towers which can enclose equipment areas.

Another area of visibility which should be considered is the interior visibility regarding operations and management. The modern carwash facility should be designed with the ability to have a clear line of sight from the entrance operations position down the tunnel so that issues that might arise can be addressed

quickly and effectively. It may also be desired that visibility of the management office is enhanced so that the operations manager/owner can also view the staff as well as equipment in their daily operations. This can be achieved by careful glass placement as well as orientation. These factors should be considered in the initial design of the carwash.

### 5. Design Trends

The styles of the era in which the structure is built must be taken into account so that the structure fits within a certain flow of other architectural works.

Buildings change over time. There are many cultural influences which alter architectural styles and themes. The modern carwash facility is no different. As clients become more savvy in their tastes and the places in which they shop and live, they also desire to spend their money, as well as time, in places and spaces that reinforce how they feel and who they are.

Think of the very clumpy, large and very mechanical computers that we used a few years ago and now in place of those we have very clean, shiny and modern computers with large screens featuring very small bezels. What a difference a few years make and although building styles don't change quite as rapidly, there are more modern materials and styles constantly developing which allow structures to take on a more clean facade.

The modern carwash building must be concerned with standing out and relaying to the clientele that they operate a very modern facility with high technology. There are certain architectural styles that relay traditional themes while others emit a very modern cutting-edge style. These must be considered as to the type of operation that you wish to convey.

### 6. Equipment Requirements

There are many types and styles of equipment to wash a vehicle and they all have their own recommendations and restrictions when incorporating them into a carwash building design.

Depending on what type of carwash facility you are building, a conveyor tunnel, an in bay automatic, or self-serve, your equipment needs will dramatically change. For this article, we are basically focusing on a conveyor tunnel building, and even narrowing to this type of structure there are many different equipment styles and types offered by the many manufacturers. These vary enough that they require vastly different size, layout and power considerations.

It is important to select your type of equipment early in the design process so that you can be flexible and make informed decisions regarding how the equipment may impact the final design of your wash.

Your equipment representative will be a major help in understanding the various equipment specifications and how these choices may impact the design of the wash. >>





## 7. Signage

Signage should be considered to be an identifier of your business. This could be your logo, your monument sign, but also any part of your building that locks into your design signature.

Signage can take so many forms in today's designs. It is no longer a simple back lit box or a monument sign at the street but it can really relay a lot about the company and the type of clientele it can attract.

Carefully consider signage when the overall visibility of the site is examined. If your site has challenging view corridors then you may want to use the building design itself to perform the role of signage.

This can be accomplished in many different ways but a very popular idea is to use a sign tower as a part of the structure itself. This is where a section of the building design is elevated above the roof line of the tunnel and can be quite tall depending upon local height restrictions. This tower element can then have traditional signage applied but consider that the building itself has the ability to call attention to your clients. Utilizing your building design to also behave as signage itself allows your building costs to perform a dual function and absolutely receive the most benefit from your design.

Carefully consider the style, colours and fonts used in all your signage. Directional signage should be easily read quickly, whereas you may be more creative with your logo signage but remember clients are viewing your site as they drive down the highway so make your logo, as well as all support signage, easy to read and of a scale that is viewable at speed.

Having 3D design renders created with the building, site and signage all shown together will help you find potential problem areas that need to be addressed.

Also remember a sign isn't just letters but can take many forms, the building, LED used as a highlight accent to pronounce certain architectural details, glass areas that showcase your tunnel, etc. These all are used to generate positive reinforcement in your client's mind.

Tasteful secondary lighting accents can cause elements of your building to stand out and relay to the clients a sense of drama, openness or rely on incorporation of technology-based symmetry that reinforces your high-tech brand imagery.

## 8. Operations

How you actually use the building and how that building fulfills your daily needs should be considered early in the process.

Obviously how you utilize the structure will have an effect on the design of a structure. In this case, considering the daily operations of a carwash you will need certain specs to be defined and placed into the overall design: Owner's office, manager's office, operations and client interface areas, restrooms, as well as break rooms, and supply storage equipment room.

You may need multiple of some of these listed or you may not need an owner's office at this location, or perhaps you need specialty space for some other needs. A special area may be

required where training and continual education takes place. The main objective is to think through how you will use the space and what your needs might be immediately but also in the next five years.

Your site may not be large enough to accomplish all of your objectives so consider what are the most important operations required at each location when designing your new carwash.

Remember when you design your new carwash building, keep the design as translatable as possible. You are looking to maximize any feature or design, signage, lighting elements that will set you apart from your competition while maintaining the spirit or signature of your business and goals. [9]

*Timothy Hogue is the president and senior designer of Modernwash Buildings and Solutions, Inc. Hogue is an architectural as well as industrial design specialist who has spent the majority of his career in the design of unique tubular steel framed structures that serve the automotive industry.*

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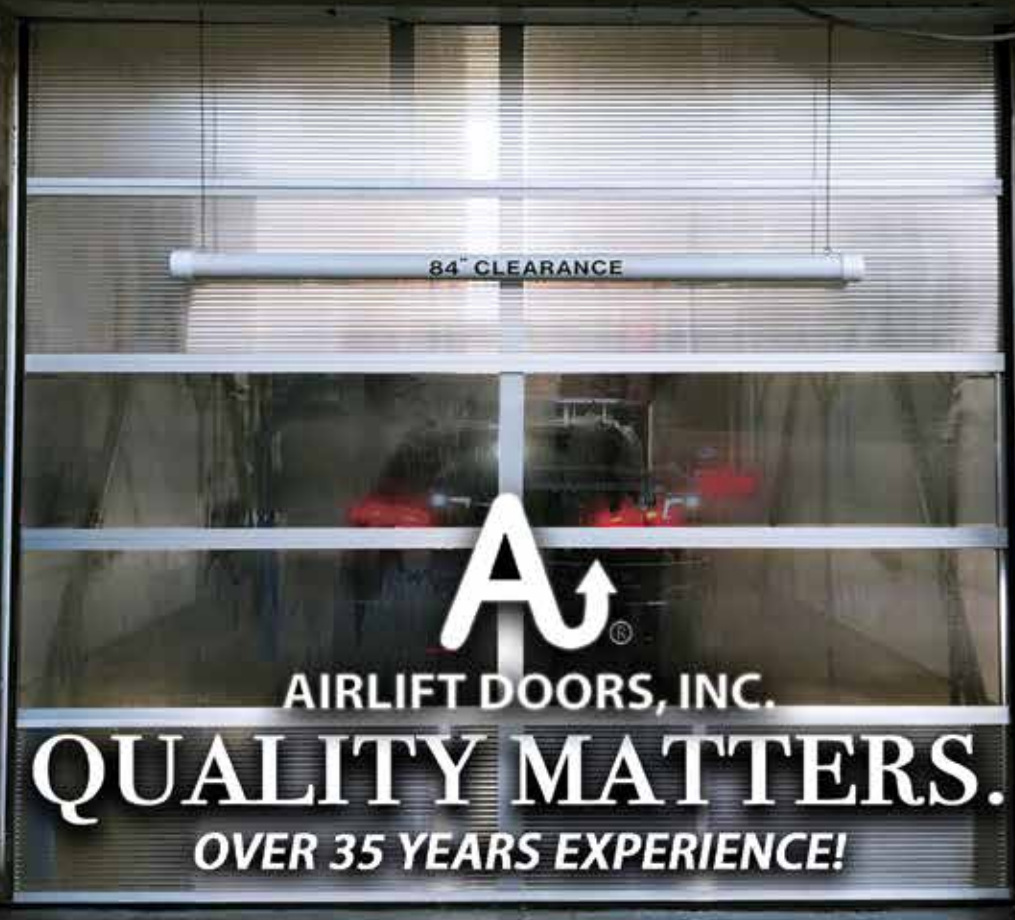
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# Check On Carwash Doors During Summer Months

By Josh Hart

It is mid-summer. How are the doors on your carwash performing? If your response is, “how would I know, we leave them open all summer,” you would not be alone. The vast majority of carwash owners have doors on their washes to retain heat in the winter months. Therefore, they see no need to utilize them in the warmer summer months.

The only problem with this is that door packages consist of numerous moving parts that are designed to operate on a regular basis. Therefore, you may actually be doing your door harm by leaving it idle for long periods of time. Cycling your doors regularly will not only improve their overall long-term performance, but there are many other advantages of running your doors in the summer.

If you decide you do not want to run your doors between every car in the summer months, it is a good practice to cycle the doors somewhat regularly. A good practice would be to close the door at the end of the day and open it back up prior to business hours. If you run a 24-hour facility, make sure to cycle the doors a few times a week when you are doing other maintenance or when time allows. This will keep the working parts lubricated and protect against components drying up or seizing over long periods of non-use.

Using your doors year-round will not only result in better long-term performance, but it also has numerous other

advantages as well.

Hopefully you are in a good neighborhood and you do not need to worry about theft or vandalism. However, these things are fairly common occurrences with a lot of businesses. Most theft or vandalism takes place during non-business hours. If you close your business down overnight, it is a good idea to close your doors to protect the inside of your wash.

More recently we have seen an increase in areas requiring doors for noise reduction. If your bay has enough space to run the dryer with the doors closed you can significantly reduce the noise emitted into the surrounding areas. Polycarbonate doors can reduce the noise level from the wash by approximately 21db. A vinyl roll-up door, while not as thick as a poly door, can still have an impact reducing the decibel level by up to 15db outside of the wash.

Closing your doors during the wash process will also result in a better chemical application to the vehicle. Blocking the wind from blowing into the bay will allow the spray nozzles from the carwash



equipment to direct the chemical directly onto the vehicle as designed. High levels of wind can impact the spray and re-direct the chemical away from the car and possibly affect the overall result of the wash cycle. Keeping your doors down during the wash cycle will also keep the excess chemical and water inside the bay going into the drains rather than running outside into the parking lot or streets nearby.



Traffic flow is another key component for utilizing your doors between every car. Regardless of what type of wash you operate, your equipment is set up to accept a vehicle into the wash at a specific point in the wash cycle. Most bays have signage to signal when the wash is ready, but we all know that signs do not always work as expected. Having a door open at the appropriate time in the wash cycle

**Having a door open at the appropriate time in the wash cycle will limit access to the bay until the exact moment the wash is ready to accept the next vehicle.**

will limit access to the bay until the exact moment the wash is ready to accept the next vehicle.

With all of that said, if you are in the camp of people who choose not to use your doors in the summer or maybe just forgot to keep up with it, now is the time to start looking at gearing up for the busier fall/winter carwash months. Mid-summer is a perfect time to perform maintenance, make any necessary repairs, or look at purchasing replacement parts for your doors and openers. Do not

wait until the first freeze to realize that your doors are not in working order for winter. This is extremely important with current supply chain issues and longer industry lead times.

Call your door service provider to do a general maintenance to get your doors winter ready or check your manufacturer's product owner's manual or maintenance guides to get started. Some general things to consider that will be covered in the manual are listed below:

1. Check your power and air supply. This seems basic, but is a common factor with doors that have been idle for long periods of time. Is the breaker turned on? Is the compressor running properly and drained of excess moisture? Are your safety eyes functioning properly?
2. Lubricate any necessary wear parts. This is extremely important for items such as springs, bearings, hinges, rollers and of course your garage door opener. Refer to your owner's manual for exact instructions on items to lubricate and what type of grease or oil to use.
3. Check to make sure your door balances properly. This can be done by disconnecting the opener and running the door by hand to ensure that you can open and close the door manually with little effort.
4. Make sure your emergency open features are working properly. With polycarbonate doors and




pneumatic openers there is a reserve of air built up in the system so the door should open off of the open button in the case of power loss. If you have a vinyl roll up door with a counterweight system you should test the pull rope on the motor to verify that the door will >>



open when disengaged from the motor.

5. Although it may be warm now, we all know the cold is coming. Check all of your weatherstripping around the sides, top, and bottom of your doors. Replace any missing, torn, or worn out weatherstrip to eliminate air gaps prior to the cold Winter months. Weatherstrip is extremely important to keep cold air off of the door components and to retain heat in your bay. With the increasing heating costs, this step is extremely important and may save you a lot of money.
6. Clean your doors! Especially if the doors were up for a long period of time. Excess chemical and dirt and debris will most likely have been floating around in your bay and landed on your doors over time. Bring your doors down and clean both inside and outside to remove all of the buildup. Refer to your owner's manual for proper cleaning instructions based on the type of product you have.

Remember that your door is a series of components working together to make your door function properly. Regular cycling of your door is essential to maintaining peak performance. Proper maintenance is critical year-round, but especially important prior to the busier winter season. Call your door service provider or door manufacturer for assistance or questions on proper door maintenance. 

Josh Hart is the president of Airtlift Doors, Inc.



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# Pet Wash Profit Stress and Mess-Free Bath Time

By Meline Beach

**According to Statista.com, there were 8.1 million pet cats and 7.7 million pet dogs in 2020. While cats tend to groom themselves naturally, dogs typically benefit from a monthly wash.**

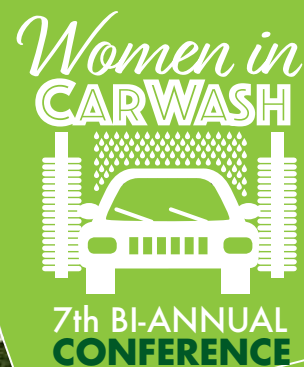
**Pets are an integral part** of Canadian households. According to Statista.com, there were 8.1 million pet cats and 7.7 million pet dogs in 2020. While cats tend to groom themselves naturally, dogs typically benefit from a monthly wash. With numbers like that, many of your customers are likely to be pet owners. As a convenience store or carwash owner and operator, do you anticipate the needs of your customers as pet owners? Do you sell kibble, collars, leashes, and grooming products? Do you offer an on-site pet washing station?

Perry Flann of Campbellton, New Brunswick, is an accountant turned business owner with several companies in his portfolio, including convenience stores, Subway restaurants, gas stations, and carwashes – one of which includes a pet washing station called Puddles

Pet Wash. He picked up a self-contained pet washing unit from a friend a few years ago and recently finished installing it in a built-in structure on the side of his carwash in the rural community of Northumberland County. The 15'x18' structure shares a wall with the carwash and features a concrete pad, plumbing, three windows, ventilation, in-floor heating, and a door. Pet washing is not a seasonal activity and an indoor unit enables the station to operate throughout the year, regardless of weather and seasonal temperatures.

In operation since June 2021, Flann says the value-added service is profitable, “though not in the millions, it has a 75 per cent profit margin.”

The pet wash station shares the same drainage as the carwash and requires a weekly disinfectant. Besides paper >>



# The 7th **Women in Carwash™** conference will be held **January 15-17, 2023** at the **B Ocean Resort** in Fort Lauderdale, Florida

The carwash business is changing and evolving and has become a great career opportunity for women.

The 7th **Women in Carwash™** conference will be held in Fort Lauderdale and offer guests the same intimate experience as previous events but will offer a greater selection of workshops and networking opportunities.

We can't wait to see you in January!

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

For more information and to register please contact:

**Brenda Jane Johnstone**

phone: **1.204.489.4215** email: **bjj@womenincarwash.com**



## Here are some of the testimonials that received from attendees:

### **MaryAnne Irvine**

London Mat

Personally for me, this conference is "One of a Kind", I loved every moment!

### **Gretchen Matthews**

Chesapeake Quill

Attendees at these events are consistently engaged and receptive to new ideas.

### **Melissa Pirkey**

Pirkey Insurance

I enjoy the connection with all different types of leaders- CEO's, Car wash managers, Chemical Reps, and more.

### **Fran DeGouveia**

Just Lubes

As many of the delegates, I work in a male dominated industry and coming out of a pandemic, it was nice to experience some synergies with these ladies.

### **Melanie Sands**

Red Hill Carwash

A wonderful and fun way to learn and grow as a person and to improve my business.

### **Savannah Brush**

Welcomemat

The conference is an opportunity to connect with like-minded women who are experiencing different sides of a booming industry.

### **Megan Scheid**

Tommy Carwash

This conference exceeded my expectations. The whole event was very well laid out and structures with activities and sessions for both professional and personal development, as well as fun and getting to know each other.







**K9000 and iClean Dog Wash are two internationally-recognized manufacturers of pet washing stations that are gaining market share in Canada. Both have similar and unique features that cater to customers' needs when it comes to keeping their pets clean in a safe, fast, convenient, and cost-effective way.**

towels, sanitizers, shampoo, conditioner and rinse aids, Flann says his pet wash is clean and low maintenance. In terms of marketing, he distributes flyers to local veterinarian clinics and does radio advertising, Facebook posts, and has a spinning sign at the end of the road.

Flann's unit is not as sophisticated as other units in the market. His pet wash station is coin based and uses a manual dial to select the stage – shampoo, conditioner, flea and tick rinse, and dryer. The cost is strictly dependent on timing and how quickly you go through the stages.

"You pick and choose the service based on the dial setting," says Flann. "Five dollars gets you five minutes and it's up to you if you want to spend that entire five minutes on shampoo. For most customers, it takes 10 minutes and \$10 to get a great wash. Considering most groomers charge between \$50 to \$100, and have limited availability, our self-serve pet wash is a bargain."

K9000 and iClean Dog Wash are two internationally-recognized manufacturers of pet washing stations that are gaining market share in Canada. Both have similar and unique features that cater to customers' needs when it comes to keeping their pets clean in a safe, fast, convenient, and cost-effective way.

#### **Furever Clean Dog Wash**

Built in Australia, the K9000 unit made its Canadian debut in 2017, with over 66 machines installed at a variety of convenience stores, gas stations, carwashes, laundromats, shopping malls, multi-residential condominiums, and pet businesses coast to coast. There are also thousands of K9000 machines sold internationally. According to Evelyn Rutherford, director of Furever Clean Dog Wash and Canadian distributor of the K9000, the pet wash is a valuable and complementary self-serve, standalone business that requires very little effort.

"No staff are required on-site and customers simply make a payment at the machine and help themselves," says Rutherford. "The door of the dog wash area can be fitted with an automatic lock so it opens and closes on a timer. As the dog wash machine has a three-part filtration system and a free disinfect cycle, the tub doesn't require manual cleaning after every pet wash."

There are four K9000 models to choose from, each featuring a stainless-steel basin, built-in hypoallergenic shampoo products and disinfectant, three-part filtration system, programmable functions, payment devices, and dryers. Additional accessories include non-slip mats, pet towel/leash holders, and aprons – to name a few.

Payment is available in many forms, including coins, cards, and tokens, as well as configured to offer free washes or combination payments, such as MEI Bank note and Nayax Card options. The Nayax readers accept credit/debit/apple pay and the Monyx Wallet app, viewable online using the Nayax online system. Pre-paid loyalty cards are also available and allow business owners to sell as gift cards or bulk dog washes.

In terms of ownership, K9000 units are sold, not franchised, however, Furever Clean Dog Wash offers the option to purchase in full or lease to own, over five years with low monthly payments. Delivery from Vancouver, British Columbia, where the company is based, and installation costs are at the owner's expense. Furever Clean Dog Wash provides phone support seven days a week and one-on-one commissioning services to ensure proper installation and functionality as well as training on how to clean and maintain the machine.

To accommodate year-round use, Furever Clean Dog Wash also offers an insulated dog wash building in both single and twin sizes – ideal for carwash/ >>



convenience/gas stations that do not have space in their current business and are looking for a self-contained option to place on the property.

"We often consult with business owners and advise on the best location for their pet washing unit as well as with electricians and plumbers on the best way to install it," says Rutherford. "Many of our business owners start with one machine and after a year or so purchase another."

In terms of additional revenue streams, Rutherford suggests renting out an area of the pet wash room once or twice a week to a groomer who can provide additional services such as nail clipping to enhance the dog washing service, as well as provide Furever Clean's pet-themed vending machines with pre-paid dog wash cards and dog treats.

### iClean Dog Wash

With offices in Europe and the United States, iClean Dog Wash is growing steadily in Canada at a 60 per cent growth rate. Their customer base has expanded from pet stores, veterinary clinics, and laundromats to carwashes, gas stations, and convenience stores.

iClean dog wash units are available in 14 models, each made from aircraft-grade stainless steel. Suitable for indoor and outdoor environments, each unit has a

built-in water heater, triple filtration hair trap and features seven settings: shampoo, rinse water, conditioner, flea wash, low/high blow-dry low, and disinfectant. Each purchase of a unit comes with a five-litre container of biodegradable, low suds, tearless shampoo safe for all dogs, cats, and sewer systems, as well as crème rinse, flea and tick wash, and disinfectant, which lasts approximately three months (and over 100 pet washes). At the end of each use, a free 30-second spray of disinfectant eliminates any concerns of potential cross-contamination. To install, all you need is a cold-water line, a 110-volt outlet, and a floor or wall drain.

The Futura and new Cyber Wash are the most popular models in Canada.

"Each customer has a choice of model that suits their business best," says Phillip Cooper, chief executive officer for iClean Dog Wash, North and South America. "Some retailers want all the bells and whistles, like the Futura Touch Pad Plus, which offers 30 different languages and 40 celebrity voices that walk each step of the wash, while others choose solely on price."

Given the cost of a pet wash, return on investment is always important. Consider location and competition before committing – are you located within a neighbourhood that attracts foot traffic or is your customer base mostly commuters and commercial drivers?

Are there neighbouring pet washes in the area that would detract from your business?

"Many of our customers pay off a unit in approximately one and a half years and have an equal amount of revenue," says Cooper, who maintains that iClean units are trouble-free and last up to 30 years. "The average customer with an average location sees approximately eight to 10 washes a day. This, of course, is based on location and promotion."

The most successful locations are in high-traffic areas and use social media to help drive traffic. A simple, inexpensive Facebook ad, targeted by area, can increase your customer count, not only for the pet wash but for your primary business as well as many retailers benefit from additional sales per visit.

A pet wash station is a stress and mess-free way to generate additional revenue. 🐾

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





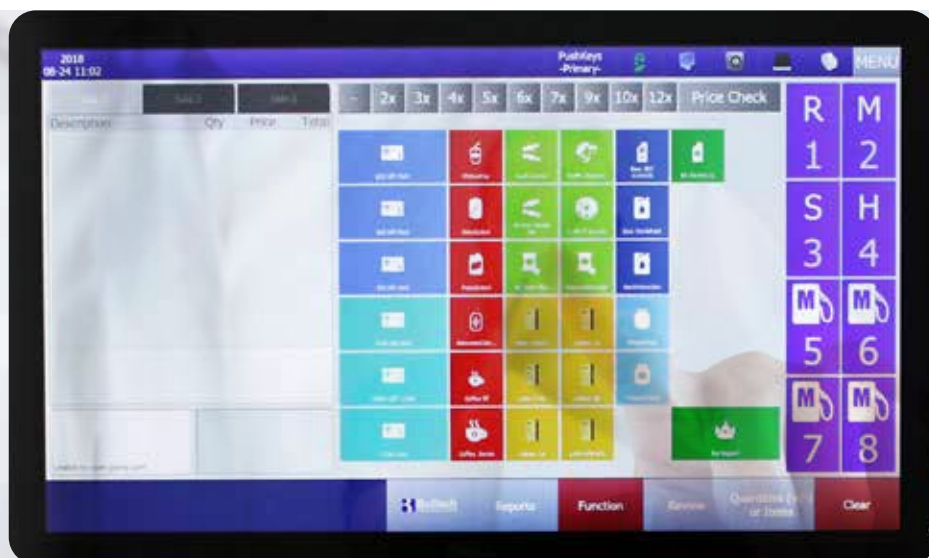
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# Walk-In Coolers: When to Repair or Replace



By Jason Bratcher

**Walk-in coolers and freezers** are expensive pieces of equipment that often work harder than necessary to counteract the negative effects of damage from the daily abuse they take. The impact of carts or pallet jacks, as well as condensation and icing from challenging environmental conditions, can cause a walk-in to experience a lot of wear and tear. This article will explore situations when repairing a walk-in cooler or freezer is a viable option and a way to extend the life of your unit, as well as situations when it might be better to replace the entire walk-in. There are several factors that must be considered before making that decision.

## Walk-in Cooler Repair

The average lifespan of a walk-in cooler or freezer is 10 to 15 years depending on the conditions it is exposed to. Below is a list of situations in which repairs can or should be made to your walk-in:

- **Walk-in Door**
  - a. *The door isn't closing.*  
This is a common issue as walk-in cooler doors and hinges take most of the wear and tear. Adjusting or replacing the door hardware is a low-cost solution.
  - b. *Ice or condensation has formed on the door frame of your walk-in cooler or freezer.*  
Replacing the door perimeter and sweep heater or checking its electrical connections will likely be a fix.
- **Perimeter of Your Walk-in**
  - a. *You notice puddles of water on or near your walk-in.*  
Water puddling is a sign of thermal-conductivity issues. Poorly sealed panel joints or thermal bridges across walk-in panels can create condensation on surfaces that will collect into puddles of water. Depending on the cause of the thermal bridging, repairs can be made to eliminate the condensation issues. Insulated >>





battens can be added to panel joints that seal poorly as a way to stop the condensation. Spray-foam sealants can be added to fill gaps around refrigeration piping, electrical conduits and in open joints to stop cold transfer and the condensation it causes.

*b. Your unit is making loud or unusual noises.*

This often signals an issue with the evaporator. Most frequently, loud noises from the evaporator are caused by ice buildup on the coil where it comes into contact with the fan blades. This ice buildup is often caused by defrost settings or defrost heater equipment issues that can be adjusted or repaired. Another frequent cause is humid air infiltrating through a walk-in door that is either being left open for extended periods of time or where there are gaps in the door seal or door sweep.

- **Walk-in Panel Joints**

*a. Condensation, frost and ice are building up on your panel joints or the joints are swollen or displaced.*

These issues arise when water vapor penetrates the panel joint where it condenses into liquid water inside the joint. If the walk-in is a freezer, that condensed water can freeze, creating ice. You will see the joint is separated by the growing ice, eventually causing the affected panel joints to swell and separate, ultimately causing damage and increasing operating costs. The application of batten strips or thermal liner panels can resolve this issue.

*b. Exterior panel joints are sweating.*

In some ambient conditions, the combination of temperature and high humidity is such that having wood-framed panels or an inadequate R-value (the insulation's ability to restrict air flow into a walk-in cooler or freezer) can be the cause of this issue. It will be beneficial to move to a frame type and/or thicker panels that are designed to operate in those conditions. Batten strips and liner panels can provide relief from a frame that is performing poorly thermally.

- **Walk-in Panels**

*a. Your panels display white rust or corrosion.*

Reskinning the interior by applying thermal liner panels addresses this issue and increases the insulative properties of your walk-in panels.

*b. You have minor damage to a panel.*

In this case, a patch or replacement of the affected panels is a solution.

*c. The panel joints are separated or have opened too far for repair.*

This condition can be repaired by removing ice in the joint with a strip heater, filling the gap with a spray-foam insulation and then a covering the joint with a batten strip.

*d. Panel walls are bowing or the ceiling is bowing/caving in.*

In such a condition, a structural support system can often be installed to remediate the condition.

*e. Existing panels may not be meeting current energy codes.*

The addition of thermal liner panels will increase the insulative properties of your walk-in panels by up to R-13.1 per inch of thickness.

- **Floor**

*a. Your freezer floor is heaving due to water getting under the walk-in and freezing.*

In this case, a new “drop-in” floor can be installed between the existing walls to resolve the issue and create a long-term solution.

**When to Replace Your Walk-In**

There will be a point at which repair is not economical or feasible. Delay in addressing the issue may result in a sudden breakdown, which is not ideal.

New units offer more energy efficiencies as new panels have better insulative properties and higher R-values. Having a high R-value at the panel framing is critical since walk-ins constantly





Batten strips (above) or thermal liner panels can resolve Condensation, frost and ice are building up on your panel joints.

fight to keep warm air and humidity from making their way into the unit.

### Making the Call

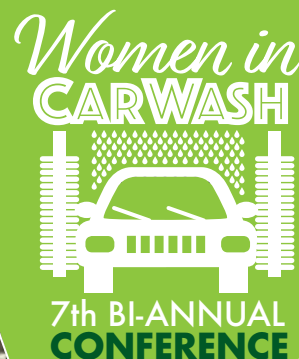
Having an ongoing preventative maintenance program (conducting routine inspections, keeping the unit clean and maintaining humidity levels surrounding the walk-in) can not only extend the unit's longevity but also uphold its ability to operate efficiently.

However, as issues arise it is important to address them as quickly as possible. Problems can start out small and develop rapidly.

Repairing where possible will save you money. However, if the cost of your repairs is mounting or the unit is not repairable, investing in a new unit will likely be necessary.

In summary, when making the decision to repair or replace your walk-in cooler or freezer, consider the age of your unit, the cost of repair versus replacement, the temperature consistency of your system, the amount of energy the unit is consuming and the frequency of your preventative maintenance. Once you've checked all these boxes, you can make your decision with confidence. [9]

*Jason Bratcher is the senior manager of project management at KPS Global. With over 20 years of professional experience in the cold storage industry, Bratcher leverages his extensive knowledge to lead the company's construction services department, which delivers seamless installation services for projects of all sizes. Under his direction, his team handles all the phases of a walk-in project, from start to finish.*



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# Proactive Storage-Tank Equipment Selection Can Be Beneficial



By Ed Kammerer

Welcome to the final installment of our “Proactive Equipment Selection” series of articles. In the first article, we laid out the three principal reasons—technological advances, expanded motor-fuel menu and evolving regulations—why being proactive in outfitting a fueling site’s underground fuel-storage system is the best way to go. That was followed by Part II, in which we took a close look at the major technological advances that are now available to site operators in the area of containment equipment and systems.

**We will wrap up this series** with a deep dive into the latest and greatest technologies that can help make a retail-fueling site’s storage-tank system as safe, efficient, durable and reliable as possible. Keep in mind that in the 20-plus years that have passed since much of today’s storage-tank equipment was installed, the developers of that equipment have continued working diligently to improve it, while also creating entirely new solutions.

Given the decades that have passed since installation, we favor a proactive approach in outfitting a fueling site’s storage-tank system: turning to improved or advanced new technologies (or even a like-for-like replacement) will support a safer, more reliable fueling operation and help lead to happier customers, a cleaner environment and improved peace of mind for the site operator.

## **Don’t Break The Bank**

As noted in the previous articles, if a retail-fueling site has been in operation for a number of years, it may have been one or two decades since the components in the site’s storage-tank system were last seen by human eyes. If there was a performance issue during that time, human eyes have probably viewed the equipment, but it has likely come at the significant cost of breaking forecourt concrete in order to inspect, remove and replace the offending piece of equipment.

OPW Retail Fueling, Smithfield, NC, USA, has a well-established





reputation as a trendsetter in the design and creation of storage-tank systems and components by being proactive in investigating and developing new solutions. Specifically, OPW has made notable advances in the development of storage-tank components that can be reached, repaired and replaced without the need for expensive and time-consuming breaking of forecourt concrete.

OPW's storage-tank equipment has been designed to help fuel-site operators avoid costly breakdowns that result in excessive repair and replacement costs, along with the downtime that affects the site's bottom line. Additionally, this equipment helps protect the environmental around storage tanks while simultaneously allowing fuel-site operators to avoid costly and time-consuming compliance issues.

Let's take a closer look at some specific equipment advances that can be proactively installed in order to support a safer, more reliable, more efficient and cost-effective storage-tank system:

- **71SO-T Testable Overfill Prevention Valve:**

Just like OPW's highly regarded 71SO Vapor-Tight Overfill Prevention Valve, the new 71SO-T Testable Overfill Prevention Valve is designed to help prevent the overfill of underground storage tanks by providing a positive shutoff of product delivery should an overfill condition be detected. What further differentiates the 71SO-T from the competition is its standing as the industry's only overfill-prevention valve that is testable from the forecourt surface with no need to remove the valve from the fuel tank. This design feature gives fuel-site operators the ability to test the valve in 60 seconds, rather than 60 minutes. These features make the 71SO-T the easiest, quickest and most cost-efficient overfill-prevention valve available to the market today.


- **10 Plus Series Emergency Shut-Off Valves:**

The 10 Plus Series is the latest in a long line of OPW shut-off valve innovations, stretching back to 1989 and the creation of the industry's first double-poppet shut-off valve. Today, the 10 Plus is the only emergency shut-off valve in the world that has been designed to help protect the fueling site and the environment against the potential hazards inherent in undetected shear-groove leaks that can potentially be caused by low-impact pullover or dislodged-dispenser incidents, while continuing to provide industry-leading safety to

customers. The 10 Plus features a patented SmartGuard designed to contain shear-groove leaks, helping prevent fuel from leaking into sumps and reducing the risk of fire, explosion, personal injury, property damage, environmental contamination, product loss and clean-up costs.

- **FlexWorks Flexible Piping Systems:**

FlexWorks flexible piping is the industry's only fully integrated solution that offers end-to-end double containment and complete access for testing, monitoring or replacement from the forecourt surface. It has also been designed to provide advanced operational capabilities that offer a higher level of protection, meet compliance statutes and control costs. At the heart of FlexWorks pipe is KYNAR PVDF resin, which has a 50-year history of performing reliably in the world's most demanding petroleum-handling applications and has been the foundation of OPW's flex-pipe offering for more than 20 years. OPW also offers FlexWorks Dual-Layer Access Pipe, which is a 4" corrugated flexible conduit that provides quick access to the flex piping for inspection or replacement.

Retail fuel-site operators who are aware of these innovations have additional ammunition in their arsenal when it comes to optimizing the performance, safety and reliability of their storage-tank systems. Upgrading to these components will help them build a fueling business that not only appeals to drivers, but achieves the highest level of operational optimization. 

## Conclusion

That concludes our multi-article look at the benefits that can be realized when fuel-site operators choose to be proactive with their selection and implementation of next-generation fueling-site systems and equipment. As always, OPW will continue to survey the market and create new or better components, all of which will be designed to help ensure a safe and successful retail-fueling operation. Who knows? Maybe in the not-too-distant future we'll need a Part IV for this topic. *Ed Kammerer is the director of global product management for OPW, based in Cincinnati, OH, USA. He can be reached at [ed.kammerer@opwglobal.com](mailto:ed.kammerer@opwglobal.com). For more information on OPW, go to [opwglobal.com](http://opwglobal.com).*



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**DEFINING | WHAT'S NEXT**

## What's New



### Dover Fueling Solutions Releases Brand-New MagLink LX Plus Console

AUSTIN, TEXAS – Dover Fueling Solutions (DFS), a part of Dover Corporation and a leading global provider of advanced customer-focused technologies, services and solutions in the fuel and convenience retail industries, is proud to launch its next-generation automatic tank gauge (ATG) console, the ProGauge MagLink LX Plus. This brand-new console is available in Europe, the Middle East, Africa, Asia Pacific and Latin America and will soon be available in the US.

The ProGauge MagLink LX Plus is DFS' premium console and is part of the long-standing ProGauge MagLink LX console family. It joins the MagLink LX 4 model to bring several impressive upgrades, including intelligent "touch and swipe" technology, resulting in a truly immersive and interactive experience for the end user. With enhanced scalability, flexibility and connectivity, the MagLink LX Plus is DFS' most sophisticated, feature-rich console yet.

The MagLink LX Plus not only supports simple "on/off" sensors; it also interfaces seamlessly with "intelligent" sensors, such as those built on IntelliSense technology. This gives site owners even more flexibility when it comes to connecting consoles to forecourt equipment, and even greater monitoring coverage made visible through a single user interface. The MagLink LX Plus is designed and manufactured to integrate seamlessly with other DFS products and solutions, including wetstock monitoring through DX Wetstock™, the new DFS DMP family of magnetostrictive probes, and all legacy probes from DFS, including OPW Fuel Management Solutions (FMS) models.

The MagLink LX Plus is a console designed to be scaled up. With base monitoring capabilities of up to 12 probes, this console can be easily enhanced to deliver monitoring of up to 32 probes across fuel networks. This, coupled with patented multidrop technology, reduces installation costs and makes the MagLink LX Plus the ideal solution for fuel retail sites of all sizes.

"We are extremely proud to be able to launch this brand-new MagLink LX model at the UNITI Expo trade event," said Fergus Heading, senior business development manager, ATG Business Unit at DFS. "Through its enhanced graphical display, intuitive swipe technology, a faster processor and simplified reporting capabilities, the MagLink LX Plus is one of the most advanced tank gauge consoles available on the market."

DFS ATG General Manager Stefano Scatena added, "The launch of the MagLink LX Plus console allows us to continue offering truly global solutions to the fuel retail market. Wherever our customers are in the world, whatever their needs, and whatever their forecourt set up, the MagLink LX Plus is all they will ever need to monitor and measure any liquid on site."



### Dover Fueling Solutions Launches Prizma, Evolving the POS into a Connected Mobility and Convenience Hub for Fuel Retailers

AUSTIN, TEXAS – Dover Fueling Solutions (DFS), a part of Dover Corporation and a leading global provider of advanced customer-focused technologies, services and solutions in the fuel and convenience retail industry, is pleased to announce the launch of Prizma.

Prizma goes beyond the standard point-of-sale (POS) system and is designed to specifically cater to a wide spectrum of fuel and convenience retailer needs, now and in the future. Leveraging 30 foundational years, and almost 20,000 Tokheim Fuel POS (point-of-sale) system deployments, Prizma enables retailers to evolve their businesses with more payment options and flexibility, seamlessly integrating alternative and traditional refueling types, providing an ecosystem of on-site payment and forecourt control solutions plus connected cloud analytics and remote management solutions.

Prizma is focused upon delivering results to retailers in two primary areas: incremental profit through an optimized customer experience and reducing site management costs through easy on-site and remote management solutions. By combining Tokheim OASE™ (Online Authorization and Switching Environment), DFS ONE Portal™ cloud services platform and the DFS DXTM connected solutions platform (specifically DX Retail™), Prizma enables efficient operations and frictionless transactions. With DX Retail, an integral component in the Prizma cloud eco-system, site owners can remotely manage POS and self-checkout kiosk systems – including adding new articles, running promotions, generating reports and performing multi-site updates. Additionally, Prizma integrates analytics insights for electric vehicle (EV) charging, payment transactions, dispenser health, wetstock solutions and more.

"The Prizma eco-system helps fuel and convenience retailers evolve their businesses by providing a broader spectrum of payment options, fuel and energy types, business integration, and profit opportunities," said Peter van Nauw, senior director, product management, DFS. "It allows site managers to take control of their forecourt devices and streamline operations, making them more efficient and allowing them to take advantage of potential revenue boosting opportunities. Prizma will redefine connectivity and interactivity to help drive revenue on forecourts now, and in the future."

For more information visit [www.prizma-dfs.com](http://www.prizma-dfs.com).





### Dover Fueling Solutions Launches Enhanced Tokheim Quantum Fuel Dispenser Range

AUSTIN, TEXAS – Dover Fueling Solutions (DFS), a part of Dover Corporation and a leading global provider of advanced customer-focused technologies, services and solutions in the fuel and convenience retail industries, is proud to announce the launch of several fuel dispenser models in the Tokheim Quantum™ fuel dispenser series. These new models will fall under the new Tokheim Quantum™ ML fuel dispenser and the Tokheim Quantum™ FS fuel dispenser ranges.

These new, enhanced models provide fuel retailers with reliable quality and low total cost of ownership (TCO). Available for both conventional and alternative fuels in multiple

configurations, these dispensers provide site owners with unparalleled choice and modularity to ensure they are the ideal fit for any forecourt.

The Quantum ML fuel dispenser is versatile, accurate and durable, representing the best in fuel dispenser technology from DFS while enabling site owners to deliver a first-class service to their customers. Configurable to dispense up to five fuel grades per side, the Quantum ML fuel dispenser comes with an extended range of options to meet specific requirements and a broad range of applications, from heavy-duty vehicle refueling to fuel retailing. The Quantum ML fuel dispenser is available to configure with three different hose management systems, including our innovative new Extended Hose Retraction (EHR) option, which offers market leading hose reach for a superior user experience and optimal flow on busy forecourts. Building on the same look and feel and trusted quality of the Tokheim Quantum™ 510M fuel dispenser, this new model range offers true modularity and reliable quality with technology leadership in every component and our strong corrosion protection for a long life with superior nozzle availability and low TCO.

The Quantum FS fuel dispenser utilizes decades of hydraulic innovation and DFS' core platform of quality components to provide a new fuel dispenser, engineered to last longer, require less maintenance, offer reliable operation and deliver low TCO over

its lifetime. The Quantum FS fuel dispenser is compact and powerful, capable of delivering a broad range of flow rates to suit applications from heavy-duty vehicle refueling and marinas, to industrial applications and fuel retailing. This model, just like the Quantum ML fuel dispenser, is incredibly flexible and doesn't sacrifice functionality or compromise on performance – it continually delivers, even with demanding daily use.

"These new improved dispenser models are packed with our leading technology, ensuring reliable operational performance while differentiating our customers' forecourts, allowing them to truly stand out from the competition with superior nozzle availability," said Soren Powell-Holse, director of product marketing, DFS EMEA. "Tokheim dispensers are industry recognized for quality and engineered for a lifetime of reliability, so we are thrilled to be able to present our customers with our new and enhanced Quantum FS and Quantum ML models. They are perfect examples of reimagined modularity offering reliable performance in our trusted Tokheim quality."

In addition to the conventional dispensers, DFS is also introducing the Tokheim Quantum™ ML AdBlue fuel dispenser, the Tokheim Quantum™ ML LPG fuel dispenser, the Tokheim Quantum™ FS AdBlue fuel dispenser and the Tokheim Quantum™ FS LPG fuel dispenser.

For more information, visit [www.doverfs-newrange.com](http://www.doverfs-newrange.com)



### ISTOBAL Group grows by 13.4 per cent in 2021 and regains pre-pandemic turnover levels

The company internationalizes 75 per cent of its production, with France, Italy, the USA, the UK and Denmark, in that order, becoming its key export markets.

Among its foreign subsidiaries, the US stands out with a 43 per cent increase in turnover, followed by Brazil with a 33 per cent increment, while Italy, Sweden and Austria both grew by more than 20 per cent.

In 2021, 75 per cent of the company's turnover had an international scope, and the key markets were in this order: France, Italy, the US, the UK and Denmark. Israel also entered the top 10 key markets for the company.

Among its foreign subsidiaries, of particular note is the growth in turnover in the US, with

increases of over 43 per cent in turnover, followed by Brazil, which recorded a 33 per cent growth in sales last year. In terms of European markets, its subsidiaries in Italy, Sweden and Austria grew by more than 20 per cent.

By product divisions, rollovers continue to lead ISTOBAL's sales in 2021. Additionally, the lines that have experienced the greatest growth have been: the connectivity division, with figures 41 per cent higher than the previous year's, as well as water treatment, jet wash and commercial vehicles, with increases of around 20 per cent compared to 2020.

Internationalization, sustainability and digital transformation as a path to growth

In 2022 ISTOBAL will continue to focus on international sales, sustainability and digital

transformation to strengthen its leadership in the vehicle wash sector. The recent entry of Inversiones Herrecha (Hortensia Herrero's holding company) with a 22 per cent stake in ISTOBAL's capital will contribute to boosting the company's strategic projects and expansion plans in the coming years.

The group will continue to leverage new technologies to develop disruptive solutions that enhance the user experience of automotive wash solutions and bring value to the customer, increasing profitability, sustainability and safety in the vehicle cleaning business.

To this end, digital transformation will continue to be a priority within the organization, both for the development of products, processes and strategies. ISTOBAL's goal is to create a data-driven culture with business intelligence at all levels of the organization, promoting business growth, competitiveness levels and increasing the efficiency of production processes.

In terms of sustainability, the company will continue to promote the development of pioneering solutions that reduce the consumption of water, energy and chemicals in vehicle washing without affecting the quality of the end result.

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