

Convenience & Carwash

NOVEMBER/DECEMBER 2022

CANADA

EV Market Continuing to Grow

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Upcoming Events			 <p>January 15 – 17, 2023 7th Women in Carwash™ Conference Fort Lauderdale, FL 204-489-4215 www.womenincarwash.com</p> <p>February 22 – 24, 2023 SWCA Convention & Expo 2023 Fort Worth Convention Centre Dallas, TX https://swcarwash.org/events/2023-convention-expo</p> <p>February 20 – 23, 2023 WPMA National Convention The Mirage Hotel Las Vegas, NV www.wpma.com</p> <p>January 15 – 17, 2023 7th Women in Carwash™ Conference Fort Lauderdale, Florida www.womenincarwash.com</p>
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Publisher's Message

Enjoying Fall



Welcome to our latest edition of *Convenience & Carwash Canada*. I hope that you have enjoyed the spectacular fall colours on display this year. Wow! A recent trip to Ontario provided me with a reminder of how beautiful this country is and how, no matter the season, there is always something special around the next corner.

As we move into the colder months, thoughts turn to cold days, comfortable chairs with blankets and a satisfying cup of coffee. Many companies continue to bring their customers new brands, new flavours and new equipment to make their experience a satisfying one.

The business communities across the country suffered some losses, many changes over the past three years and some managed to change directions and grow. We feature two of these companies in this edition. Blast-Off, western Canada's largest wholesale fireworks importer and distributor; on their acquisition of Toyland Company's client book and firework business, and McClean Solutions, a carwash solutions manufacturer, who are bringing their vision to the Canadian market.


How many times have you driven through a neighborhood, or down the highway and seen a sign that you can't really "see?" Maybe it's time for your organization to take a good look at your signage and make sure that you can "see" it yourself. OR, maybe it's time to update? In this edition, we bring to you a thought-provoking editorial that discusses whether you should update your signage.

During a recent visit to the NACS/PEI tradeshow, I came home with great information on new products and services that can be found throughout this edition. We hope you find something new that you can add to your site and to your offerings.

As always, your success is my business, thus my open-door policy to your valuable feedback remains not only intact but stronger than ever. If you have topics that are worth talking about, please send me an email or call me directly at 204-489-4215, or bjohnstone@convenienceandcarwash.com.

Brenda Jane Johnstone
Publisher



Women in
CARWASH

**7th BI-ANNUAL
CONFERENCE**

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



Coffee to Go



As I write this, I am traveling – on a road trip. Coffee plays an important role when one is on a road trip and it provides an opportunity to try various brands while making numerous stops along the way.

In this issue, we have an article about coffee in which Robert Carter, president of the Coffee Association of Canada notes that convenience stores could play a bigger role in the world of coffee sales. I agree with him. Whether it is a regular customer who will come in for a favourite beverage daily or the wary, wandering traveler who is seeking out a cup of coffee to help take them a few more miles down the road, a coffee program can bring people into your store and they will often walk out with more than the cup of coffee they walked in for.

Coffee isn't what it used to be either. An old pot sitting on a warmer won't attract anyone. Taking the time to investigate some of the new machines available on the market can be an investment into a very profitable and easy to manage coffee business that provides your customers with the quality they are seeking.

Don't forget about cold brew and other options besides hot coffee. If you want to encourage millennials and Gen Z customers to shop at your store, this is one of the ways to do it.

As I order myself a cup of coffee to go and get back into my car for the next leg of my journey, I have probably also bought myself a treat, snack or another beverage for later in the day. Then, when I reach a destination, I meet up with a friend at a café, where I drink a coffee and my friend sips on tea. Hot beverages play a pivotal role in our daily lives. It's important not to take this part of your business for granted as it can be a beacon that draws in a traveler or a comfort to a regular customer on a long, dreary day.

Angela Altass
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The report forecasts EV adoption nationally, in the United States, to reach almost six per cent of vehicles in operation by 2030. If accurate, the U.S. would need as many as 1.7 million charging stations.

EV Market Continues to Grow

By Angela Altass

The market for electric vehicles (EVs) continues to grow at an accelerating pace, says John Eichberger, executive director of the Fuels Institute.

“Yet, there remains great uncertainty regarding how fast these vehicles will gain significant market share, how many chargers we will need, when and where we will need them, and what kind of

chargers will be required in different locations,” says Eichberger. “Recognizing that billions of dollars would be invested in building out EV charging infrastructure, we commissioned S&P Global Mobility to model what the demand for EV chargers might look like over the next 10 years. This report helps prioritize where those funds should be deployed to most effectively leverage business and taxpayer dollars as well as to deliver the greatest value to drivers.”

The report forecasts EV adoption nationally, in the United States, to reach almost six per cent of vehicles in operation by 2030. If accurate, the U.S. would need as many as 1.7 million charging stations, of which more than 90 per cent could be strategically deployed Level 2 chargers.

“People are curious about electric vehicles,” says Cara Clairman, founder and CEO of Plug’N Drive, a non-profit EV outreach and education organization that works to help consumers make the switch to electric vehicles. “They want to learn and they need the right information. We do find that without a test drive, most people are not ready to make the switch.”

Plug’N Drive goes into the community with electric vehicles, offering test drive opportunities and information.

“People often do not understand the benefits of EVs,” says Clairman. “There are a lot of misconceptions about electric cars. We have an EV road show that goes out to events in different communities and we have a mobile EV education trailer (MEET). Over this year, we’ve been in four different provinces for a month at a time, giving the communities a chance to come out and try the cars. We also have a bricks and mortar facility as well, which is our Electric Vehicle Discovery Centre, in North York, Ontario.”

Plug’N Drive recently partnered with Uber >>





A survey of drivers on the Uber platform in Canada found that 71 per cent were interested in switching to an electric vehicle.

Canada to help drivers go electric. This initiative is being partially funded by Natural Resources Canada to increase awareness, knowledge, and confidence in EVs for ridesharing and delivery.

A survey of drivers on the Uber platform in Canada found that 71 per cent were interested in switching to an electric vehicle. Plug'N Drive creates and offers webinars as well as hosting test drive opportunities for the drivers, both ride-sharing and delivery.

"It's important to consider the total cost of ownership, especially when your vehicle is your livelihood," says Clairman. "We know that EVs are cheaper to drive and better for the environment but everyone's situation is different. This program helps educate drivers on how much money they can save as well as how much they can reduce their carbon footprint by switching to an EV."

ADS-TEC Energy recently announced a collaboration with P97 Networks and EvGateway to offer a turnkey solution to make it easier for convenience stores, gas stations and other retailers to bring ultra-fast EV charging to their operations. As part of the collaboration, the ADS-TEC Energy ChargeBox is now certified within the fast-growing EVGateway network, allowing it to meet secure networking communications standards for any utility or energy commission requirement nationwide in the U.S.

"Together we're enabling convenience stores and fuel retailers to seamlessly extend their existing

business infrastructure into ultra-fast EV charging while allowing consumers to enjoy the same retail experience they've come to expect using their gas company or convenience store app and loyalty programs," says John Neville, chief sales officer, ADS-TEC Energy.

BTC POWER, a leading manufacturer of electric vehicle (EV) charging systems, recently introduced its 180 kW All-In-One (AiO) DC Fast Charger, the latest of the new Gen4 product family, providing an 80 per cent EV battery charge in as little as 12.5 minutes.


"BTC POWER is focused on continuing its legacy of innovation in the electric mobility industry," says Michael Wagner, chief operating officer at BTC POWER. "We're proud to design and construct EV chargers that help meet the increased demand, investment, and desire for electrification infrastructures as an alternative to traditional fueling options. The 180 kW All-In-One charger addresses the needs across a myriad of verticals. Its core platform not only addresses the current demand, but it is built on the foundation that allows it to adapt to the needs of future vehicles and their evolving battery requirements."

The 180 kW AiO features a compact design with footprint similar to a standard gas pump. The lightweight, 500A liquid cooled cables make the charger easier for anyone to use. Customizable touchscreens (15-inch or 32-inch) provide ample space to communicate messages to customers.

Parkland Corporation has announced plans to build the “electric charging destination of the future” with a goal of setting a new standard for EV charging and customer experience. Parkland developed its initial architectural concept by sponsoring an international design competition operated by Electric Autonomy Canada.

“Consistent with our energy transition and convenience destination strategy, our goal in sponsoring this competition was to engage talented architects and designers from around the world, invite them to put the needs of EV customers first and entirely reimagine their experience,” says Darren Smart, senior vice president, energy transition and corporate development. “We are committed to bringing the winning concept to life as part of our ambitious EV charging strategy in British Columbia and believe the concept could be extended to our other geographies when we see an opportunity to meet emerging customer demand.”

The winning design was created by James Silvester, an award-winning Scotland-based architect with extensive global experience designing sustainable architecture. The design creates a relaxing environment where electric vehicle drivers can take a breath and recharge not just their vehicles, but themselves.

“It can be scaled large or small, accommodate the amenities we know EV customers value while they charge, such as our ON the RUN convenience stores and high-quality dining,” says Smart. “It also creates a series of outdoor spaces. The result is a destination that customers can enjoy and an environment where nature is integral to the structure. We look forward to working with James to further hone the design and identify a suitable location where we can bring it to life and create a world-class experience for EV drivers.” 



PLUG'N DRIVE PROVIDES THE FOLLOWING FACTS ABOUT EVS AND DRIVERS:

- **Drivers can save as much as \$2,000 per year on maintenance and fuel.** Electricity is about a quarter to 1/6th the cost of gas. Electric cars do not require oil changes, transmissions, or exhaust systems. They have only 20 to 30 moving parts, whereas gas cars have closer to 2000 moving parts. This means far less to break down.
- An average Canadian driver drives about 20,000 kilometres a year. Some drivers on the Uber platform go even further. **Fortunately, most fully electric cars travel 200 to 500km on a single charge.** When an EV is idling, the electric motor draws only a small amount of energy from the battery, whereas gas engines are continually burning fuel and money.
- If a driver needs to charge while on the road, **Canada has over 6,000 public charging stations, many of which are DC fast chargers, that will fully recharge a battery in 30-45 minutes.** Most charging takes place at home overnight when the cost of electricity and environmental impact is lowest.
- **EVs reduce GHG emissions from your vehicle by as much as 90 per cent,** depending on the source of electricity.



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Brown Sugar
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Matcha Green Tea



NACS/PEI 2022

By Brenda Johnstone

A recent trip to Las Vegas to attend the NACS/PEI tradeshow was an exciting return to normal for many.

Healthy foods and healthier-for-you snacks are front of mind for most people today and during the two and a half days of NACS, there were many new products and many re-invented products to soothe your sweet tooth, satisfy your cravings and all the while feeding your body with healthy ingredients. Check out our new product release section for some great products and, if you're looking to increase your healthy snack offerings, **please reach out to these companies.** >>





Celsius, another fabulous product of sparkling essential energy drinks, boasting 15 flavor options made with all-natural flavours and, from personal experience, a wonderfully fresh and light taste leaving you wanting to try the next flavor.




One of the most surprising things for me was the array of new products that definitely lean to the healthy side. Protein bars, protein energy drinks, protein snacks, and more. For those of us who work hard to stay away from the “other side” of healthy snacks, the choices were many. Protein Poppers stood out for me because although they’re made using pea protein, they are really, really tasty. These tasty little treats are high in protein, low in calories and are fully vegan and non GMO.

I have to say though that my favorite booth was the Smoodie booth. What a fabulous concept, flash-frozen fruit, and vegetables grown on sustainable family farms. The end product is a healthy smoodie containing no additives and so fresh. My favorite of the few that I enjoyed was the Green Energizer that included bananas, spinach, mango, and matcha. A great way to begin your day, feed your afternoon craving, or even end the day. If you missed visiting this booth, they can be found at www.getsmoodi.com.

Let’s talk signage, see our article on updating your digital signage in this edition. Watchfire Signs were displaying at the NACS/PEI show and

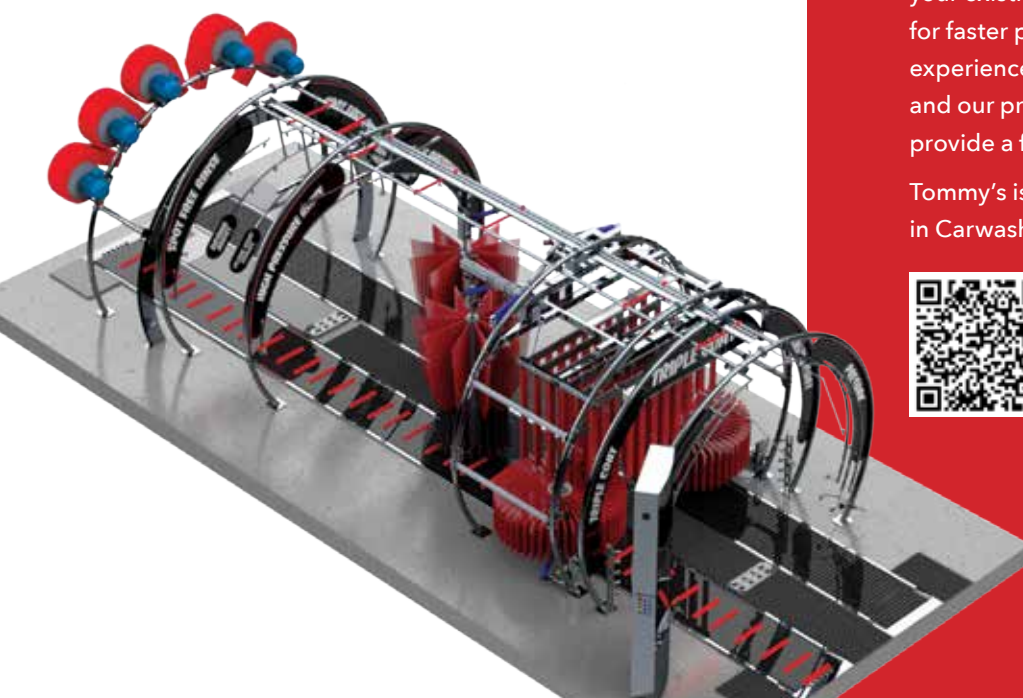
I must say, we’ve come a very long way from those roadside signs we’ve all come to, well, hate. Read the article “Five signs it’s time to upgrade your convenience store signage” in this edition.

Other notable companies displaying this year were Celsius, another fabulous product of sparkling essential energy drinks, boasting 15 flavour options made with all-natural flavours and, from personal experience, a wonderfully fresh and light taste leaving you wanting to try the next flavour. We were invited to attend their kick-off party to their partnership with Pepsi, held at the Resort World in Las Vegas, I had the pleasure of meeting CEO John Fieldy and discuss their unique and very tasty natural-flavoured essential energy drink. PepsiCo, Inc. and Celsius Holdings forged a long-term strategic distribution agreement earlier this year.

This edition we are featuring an electric vehicle charging update article. At the NACS/PEI show we met and spoke with a number of EV Charging companies such as Freewire, BTC Power, and Red E Charging. This is a segment of the industry that is changing at warp speed and I invite you to read the article and reach out to the companies who have contributed. 



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Women in CARWASH



7th BI-ANNUAL CONFERENCE

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

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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.



Hot Sales for Cold Brew Coffee

Tim Cole, assistant roastery manager, in the Canterbury Coffee Roastery, Vancouver BC

The demand for coffee continues to be very strong and there's an opportunity for the convenience and gas (C&G) channel to play a bigger role in the distribution of coffee overall, says Robert Carter, president of the Coffee Association of Canada.

By Angela Altass

"The volume of coffee consumption continues to increase," says Carter. "Demand is still there although there are some shifts in how people are consuming it. Overall, we're starting to see out-of-home coffee consumption returning with consumers coming back into cafes, although it's still down compared to pre-pandemic levels."

There is an opportunity for convenience stores to focus on upscaling within the coffee category by working with micro roasters, local offerings and customized solutions, says Carter.

"Coffee is a very strong staple and there is some good innovation happening," notes Carter. "Staying on top of trends and understanding consumer purchase behaviours is important. Cold brew, for

example, is an area of growth in a food-service market that's going to be very challenged over the next year."

Cold brew options are a great opportunity to attract new and younger customers to a convenience store with a coffee program, says Carter.

"Convenience has done a great job in the past in areas like slushy beverages for younger consumers but the reality is that these younger consumers are also shifting into some of the cold brew type coffees," says Carter.

Cold brew provides more opportunity to convenience stores than simply offering hot coffee, says Chris Johnson, executive vice president, Javo Beverage Company.

"The benefit of having a wide portfolio >>





Tim Cole, assistant roastery manager, in the Canterbury Coffee Roastery, Vancouver BC

is a patented proprietary process. We use purified cold water and raw material to produce an extract of coffee that is very authentic to the traditional cold brew method of extracting coffee. We apply the same brewing methodology to the production of a hot coffee extract so the outcome for our hot coffee, much like the cold brew, is very authentic quality and labour friendly. The product is extremely scalable so you can serve 100 cups or 600 cups in an hour without having to really touch the machine. You simply load the brew concentrate in the machine and the equipment does the rest."

Today's consumer is more educated about coffee, says Johnson, who adds that Javo Beverage Company is looking to develop more partnerships and expand distribution in Canada. Some of their



Some of Javo Beverage Company products, such as frozen coffee frappe and liquid coffee, are currently available in convenience store chains in the Canadian market.

"More than ever, consumers are looking for diversity in product offerings to enable a personalized beverage experience that meets their individual tastes," says Bjornson.

of cold offerings is that the cold coffee consumer participates across all dayparts," says Johnson. "The millennial and Gen Z consumers are coming in and getting their morning cup of coffee, whether it's frozen or iced, and that's their morning pick me up and they're coming back in the afternoon for their afternoon snack or a beverage to wash down their lunch, and then they're coming back again in the evening for an indulgent treat, which is typically a frozen coffee offering."

The hot coffee consumer is typically arriving in the morning daypart only, says Johnson.

"We are an extraction company that offers solutions across the portfolio, from hot to cold," says Johnson. "With our product offerings and the type of brewing equipment that we have, freshness is never a concern. Our process for extraction

products, such as frozen coffee frappe and liquid coffee, are currently available in convenience store chains in the Canadian market.

"Quality is front of mind for consumers and they know what good coffee tastes like," says Johnson. "The insights and data that we get from consumers shows us that they make decisions about coffee purchases based on flavour as the number one attribute."

Consumers, after two years of pandemic habits, are looking for convenience and hygiene friendly coffee solutions, says Megan Sargent, marketing manager, research and product management, Franke Coffee Systems.

"We fill that void with fully automatic systems that provide made-to-order beverages, less waste and are hygiene friendly with limited interaction," says Sargent.



"Since 1981, Canterbury Coffee has worked to grow, adapt and innovate. Great care and purpose go into creating exceptional coffee, starting with the green beans that we purchase to make sure our coffee is roasted to perfection. We utilize a variety of roasting techniques and equipment to unlock distinct aromas and flavours."

"We have the new A400 Fresh Brew. It was released on September 14. We shared it at the NACS show in Las Vegas and it won a CStore Decisions 2022 Hot New Products Award. This new system allows for consistent, bean-to-cup, fresh coffee every time. The machine has a small footprint of just under 13.5 inches wide with adjustable stainless-steel feet and it fits perfectly where counter space is limited."

Sargent advises advertising coffee options outside stores to get people to walk inside.

"In a time of labour concerns and price/wages rapidly increasing, the A400 system does not require an operator, making it easy for consumers to use," adds Sargent.

Coffee is a highly personal beverage, says Aron Bjornson, vice president, foodservice and national accounts, Canterbury Coffee.

"More than ever, consumers are looking for diversity in product offerings to enable a personalized beverage experience that meets their individual tastes," says >>



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Bjornson. "Since 1981, Canterbury Coffee has worked to grow, adapt and innovate. Great care and purpose go into creating exceptional coffee, starting with the green beans that we purchase to make sure our coffee is roasted to perfection. We utilize a variety of roasting techniques and equipment to unlock distinct aromas and flavours."

Recognized at the recent Golden Bean Awards, Canterbury Coffee won 15 medals, along with a Golden Bean Award for the third straight year.

"We are highly engaged in sustainable practices, both in the sourcing of green coffee and the packaging associated with the preservation of roasted coffee," says Bjornson. "We purchase our green coffee via brokers that are part of the Sustainable Coffee Challenge, with the stated goal of making coffee the world's first sustainable agricultural product. Community is the foundation of Canterbury Coffee's relationships



with farmers, our employees, our customers and our partnerships with local and global organizations. Locally and globally, the Canterbury Coffee team is committed to giving back. As a company, we're very grateful to have the extraordinary opportunity to work alongside so many passionate individuals and groups committed to creating long-lasting positive change."

Offering quality hot coffee and cold brew options will keep sales flowing and customers smiling throughout the day at any convenience store location.

"We have the new A400 Fresh Brew. It was released on September 14. We shared it at the NACS show in Las Vegas and it won a CStore Decisions 2022 Hot New Products Award." says Megan Sargent, marketing manager, research and product management, Franke Coffee Systems.



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Celebrating Over 30 Years of Innovative Structures





Dasani, one of Coca-Cola's biggest brands in North America, rolled out bottles made from 100 per cent recycled PET plastic, excluding caps and labels, this summer as a major step to support a circular economy for plastic packaging.

Research from the American Chemistry Council looked at the entire life cycle of plastic packaging versus the alternatives of aluminum cans, paperboard cartons and glass and concluded that PET plastic containers have the least environmental impact compared to those other packaging materials.

Bottled water is not only the healthiest packaged drink but it also has the smallest environmental footprint of all packaged drinks, says Jill Culora, vice president of communications, International Bottled Water Association.

The plastic bottles are made from polyethylene terephthalate (PET), which, according to the Canadian Beverage Association, is a safe, durable, 100 per cent recyclable plastic material.

"PET water bottles use less than half of the material weight of all other packaging types, including aluminum cans, paperboard cartons, glass, and even PET soda bottles," says Culora. "Lower material usage means less impact from material extraction, manufacturing, and ultimately results in less material entering landfills or needing to be recycled. In addition, products such as carbonated soft drinks, juices, and other sugary beverages require far more plastic packaging due to carbonation and manufacturing processes, using at least 142 per cent more plastic, and have greater environmental impact than bottled water."

Research from the American Chemistry Council looked at the entire life cycle of plastic packaging versus the alternatives of aluminum cans, paperboard cartons and glass and concluded that PET plastic containers have the least environmental impact compared to those other packaging materials.

"The report's most significant finding was the nearly doubling of greenhouse gas emissions that would occur using non-plastic containers," states Culora. "In fact, the use of those alternative packaging materials produces about 60 per cent more greenhouse gas emissions than plastic beverage containers."

Sales data from the Beverage Marketing Corporation (BMC)

shows that since 2012, approximately 30 per cent of the growth in U.S. bottled water consumption has come from people switching from carbonated soft drinks and juices to bottled water.

"Bottled water's freedom from calories and artificial ingredients appeals to many consumers," says BMC Chairman and CEO Michael C. Bellas. "Bottled water achieved its position at the apex of beverage rankings by enticing consumers away from other packaged beverages."

Bottled water containers are 100 per cent recyclable, including the cap, notes Culora.

"We always educate consumers to recycle with the cap on because caps are small and they can be lost in the system," says Crystal Howe, director of sustainability, Ice River Sustainable Solutions. "By keeping the cap on when you recycle, the cap will come to us and be turned into outdoor furniture."

Ice River Sustainable Solutions is the first beverage company in North America to operate a recycling facility in a closed loop: From curbside collection to recycled bottle manufacturing to fresh natural spring water products and back again. The company reports keeping over 500 million pounds of

plastic out of North America's landfills since 2009.

"We buy approximately 80 per cent of the PET plastic bales that are collected and sorted through the Ontario Blue Box Program," says Howe, who is the daughter of the company's founders Jamie and Sandy Gott, who also operate 3,500 acres of organic farmland. "We're the first beverage company in North America to collect blue box materials to produce our 100 per cent recycled plastic bottles, using no new plastic. And, we found a way to develop a green water bottle that utilizes green plastics from soda and other beverage bottles, keeping an extra five million pounds of plastic out of landfills every year."

Ice River Sustainable Solutions is currently working on the sustainability of the case wrap for its bottled water products.

"The case wrap contains approximately 20 per cent recycled content at this time," says Howe. "We manufacture it ourselves and have a goal of 30 per cent by the end of the year. Our focus is to help build a circular economy for flexible plastics in Canada."

Dasani, one of Coca-Cola's biggest brands in North America, rolled out bottles made from 100 per cent recycled PET plastic, excluding caps and labels, this summer as a major step to support a circular economy for plastic packaging. In Canada, this innovation spans all Dasani bottles. The shift supports Dasani's pledge to remove the equivalent of two billion virgin plastic bottles from production by 2027 compared to 2021 levels and the company's World Without Waste goal to use at >>

"WE'RE THE FIRST BEVERAGE COMPANY IN NORTH AMERICA TO COLLECT BLUE BOX MATERIALS TO PRODUCE OUR 100 PER CENT RECYCLED PLASTIC BOTTLES, USING NO NEW PLASTIC," says Howe, who is the daughter of the Ice River Sustainable Solutions founders Jamie and Sandy Gott



"THE LONG-TERM CONSUMER BRAND LOYALTY OF PURE LIFE SPRING WATER HAS CREATED OPPORTUNITIES FOR US TO INVEST IN INNOVATIONS LIKE AC+ION ALKALINE WATER," says Crystal Adkins, director C&G and regional accounts, BlueTriton Brands.

least 50 per cent recycled materials in its bottles and cans by 2030.

"Demand for recycled polyethylene terephthalate (rPET) currently exceeds supply so the first step to scaling up use of 100 per cent rPET across our portfolio is building a sustainable pipeline of high quality material," says Chris Vallette, senior vice president of technical innovation and stewardship, Coca-Cola North America. "We do this by working with communities to boost PET recycling and collection; collaborating with recycling partners; and, finally, securing rPET to help ensure the material for our bottles is used again and again."

Although there are a variety of enhanced waters on the market, keeping the bottles of spring water on store shelves is still important, says Jon Silver, president, Unique Foods (Canada) Inc., which carries the Icelandic Glacial water brand.

"Not everyone always wants an enhanced product but rather a refreshing crisp clean bottle of thirst quenching water," says Silver. "Icelandic Glacial is

People are switching from unhealthy, sugary drinks to bottled water.

U.S. Consumption by Beverage Type 2010-2020

(44% of bottled water's growth comes from people choosing bottled water over soda and juice)

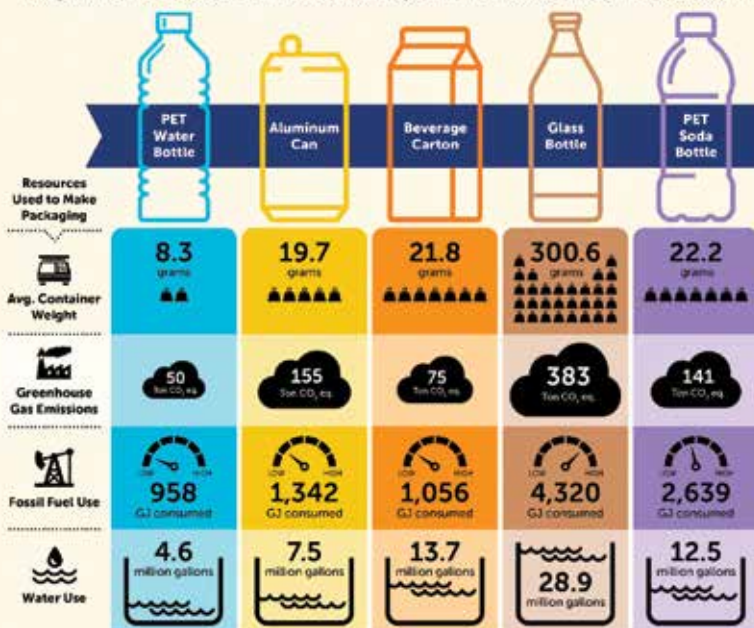


Source: Beverage Marketing Corporation, bit.ly/BW_ConsumptionShift

PET water bottles have the least environmental impact.

Environmental Impact of Drink Packaging

(Weights are for individual 16.9 oz containers. Other values represent 1 million 16.9 oz bottles, cartons, or cans each.)



Sources: Life Cycle Assessment for the International Bottled Water Association (www.bottledwater.org/) by Teyan (2021), which used COMPASS to compare packaging sustainability using the average recycled content for each package as reported by industry associations. "Lifecycle CO₂ emissions" is the total quantity of fossil fuel consumed throughout the life cycle. Visual representations of numerical values are not to scale.

Ice River found a way to develop a green water bottle that utilizes green plastics from soda and other beverage bottles, keeping an extra five million pounds of plastic out of landfills every year."



one of the only carbon neutral waters in the world for both product and operation. The water has a natural PH level of 8.4 and the packaging is 100 per cent recycled plastic."

Since 2005, BlueTriton Brands continues to work on plans to increase its use of recycled plastic and information from the company notes that access to quality

the US, this segment is getting close to a billion dollars with 28 per cent growth in 2022, while in Canada, we are only at \$8 million for the category and \$5 million in convenience stores. Canada has seen huge growth of 225 per cent in 2022 of this small base. As consumers become more aware of the benefits of a high alkaline diet, this segment will soar. Ac+ion

can be found in all of our convenience partner locations."

Ac+ion alkaline water uses activated carbon technology to precisely

filter the source water for unwanted impurities. It then passes through a membrane in a process known as reverse osmosis. This demineralizes the water to prepare it for ionization. Potassium bicarbonate is the key mineral added to deliver a 9.5 PH alkaline water. To finish the process, Ac+ion alkaline mineralized water undergoes microfiltration through micro-sized sieves.

"The long-term consumer brand loyalty of Pure Life spring water has created opportunities for us to invest in innovations like Ac+ion alkaline water,"



says Crystal Adkins, director C&G and regional accounts, BlueTriton Brands. "The convenience and gas channel in Canada has been extremely supportive of our launch of our new Ac+ion alkaline water and as a result we are investing the majority of our marketing dollars with this channel. As consumers become more aware of the many benefits of alkaline water, the segment will continue to grow and we believe it can get to \$8 million in c-store within a few years."

A recent study conducted by the International Bottled Water Association indicates that the consumer thirst for bottled water is stronger than ever. When asked about their general opinion of bottled water as a beverage choice, 84 per cent of Americans had a very positive or somewhat positive opinion. [9]

DASANI'S PLEDGE TO REMOVE THE EQUIVALENT OF TWO BILLION VIRGIN PLASTIC BOTTLES FROM PRODUCTION BY 2027 COMPARED TO 2021 LEVELS AND THE COMPANY'S WORLD WITHOUT WASTE GOAL TO USE AT LEAST 50 PER CENT RECYCLED MATERIALS IN ITS BOTTLES AND CANS BY 2030.

rPET can be a challenge. The company says it is working with the Canadian Beverage Association to promote new recycling policies to capture and reuse as many PET beverage containers as possible while helping to educate consumers about the impact they can make by recycling and preventing valuable plastic materials from being discarded.

As well as the Pure Life brand, BlueTriton introduced Ac+ion alkaline water to the market this year.

"Alkaline is a new segment in water," says information on the new product. "In

Convenient Banking Through Retail Convenience



Today, few people would imagine visiting a teller at their local bank branch to check a balance, pay a bill or grab spending money for the weekend. Indeed, the shift in banking from physical interactions at the branch to digital interactions on devices has been profound, though the changes have happened gradually enough that we barely realize them. According to the Canadian Bankers Association (CBA), 78 per cent of Canadians use digital channels for most of their banking transactions while nearly half of Canadians never stepped into a branch once in 2021.

The tremendous convenience of digital banking has created a sea of change in how Canadians access their money and spend it, and yet there is still a critical need to connect the zeroes and ones of digital finance with the physical world. It's just that the connection point is less and less often tied to a bank's own property. Per the CBA, the number of bank branches declined by about 400 from 2016 to 2020, a drop of over 6.5 per cent, and a statistic likely higher today following the closures driven by the COVID pandemic.

The rise of digital banking has very much mirrored the rise of digital payments in Canada. However, hard currency is still a thriving part of the overall payments mix. In fact, the Bank of Canada

released research in its August 25, 2022 publication "Cash, COVID-19 and the Prospects for a Canadian Digital Dollar" showing that notes in circulation actually increased by 16 per cent from 2019 to 2020.

While Canadians are holding many of those dollars for a "rainy day," much of that money is making its way into commerce. In fact, the Bank of Canada report showed that the number of consumers who paid with cash in the past month was virtually tied with debit, at around 60 per cent. Only credit showed greater penetration with 71 per cent of consumers having swiped or tapped a credit card in the past 30 days. In terms of usage in commerce, cash accounted for just under a quarter of all payments, while about 40 per cent of payments under \$15 were made in cash and over a quarter of all payments for lower-income groups were in cash.

For banks and retailers alike, the data shows that Canadians value payment choice and include cash in their regular payment mix, highlighting the importance of supporting physical banking and accepting a broad array of payment types.

This juxtaposition, however, is not easy for banks who are shifting their consumers to digital channels at pace. What is a bank to do, after all, with those expensive branch assets? One solution has been to shift more of the physical side of banking

off the branch and into allied retail stores through the ATM channel. This strategy allows banks to maintain great service with a smaller branch footprint while realizing cost and operational efficiencies.

ATMs, also referred to as ABMs for automated banking machines, are the physical counterpart to digital banking. Where a smartphone or computer can enable the easy monitoring and movement of digital funds, these devices have no way to transfer that digital value into cash. And, Canadians have embraced the ATM. Today, Canada ranks fourth in the world in ATMs per capita, at around 210 devices per 100,000 adults, according to World Bank data.

As a convenience retailer, these statistics are more than interesting data points, they showcase the importance of making financial self-service a primary category alongside such traditional categories as fuel, beverages and salty snacks. The question then becomes how to profit from consumer cash demand and the importance of the ATM.

The ATM has traditionally provided two paths to profits for retailers – direct fee income from convenience fees paid by customers and store sales tied to the visits of ATM users. How an ATM is deployed, and the partner chosen to help run the program, directly impacts these two sources of revenue as well as the counteracting

costs associated with the device. Today, many retailers are choosing to outsource the ATM program to balance total revenue with costs, including capital allocations, staff time and operational expenses.

In an outsourced model, retailers typically trade some amount of direct revenue for other benefits including more modern and resilient ATM hardware and software, the elimination of direct costs, protection from fraud and compliance concerns and the ability to tap into new innovations as they emerge. Examples of innovation in the ATM space include the ability to purchase bitcoin at the ATM, foreign currency exchange at the device and the ability to market products and services. An outsourced solution opens up a host of service differentiators for retailers,


differentiators that entice more store traffic and lead to more sales opportunities.

Another benefit of an outsourced ATM model is the ability to connect with financial institutions. Banks for years have successfully applied their brand to third-party owned and operated ATMs in Canadian retail stores. This provides a means to expand access for their customers while building their brand away from costly branches. In most cases, institutions will partner with a large independent ATM operator who can bring both scale and quality of locations through its allied retail customers along with operational expertise that ensures a good customer experience. This becomes the connection point between banks who must provide physical currency access cost effectively and their customers, who demand cash for everyday spending occasions. For retailers, hosting these ATMs can drive significant rewards.

For the convenience retailer considering ATM outsourcing, finding the right ATM solutions provider is critical. Key questions to ask of any potential provider

should include:

- What mix of direct and indirect revenue can I expect in my locations?
- What transaction innovations do you offer today and are you bringing to market that could increase the value of the program in the future?
- What is your historical business record and how is your business likely to grow or decline in the future?
- What hardware, software, processing and security systems will you implement in my stores, and how will those be updated over time?
- How satisfied are your existing customers?

The convergence of digital banking, consumers and the cash they need is increasingly found in retail locations where convenient banking comes to life. Convenience retailers are well positioned to benefit! 

Costantine Jeha has worked in the Payments industry since 2008. He leads the outside sales team and heads the Indirect ATM ISO business in Canada for NCR.



Canada ranks fourth in the world in ATMs per capita, at around 210 devices per 100,000 adults, according to World Bank data.

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Attract New Customers and Upsell on Existing Ones with **Dry Steam**

Most of your customers come to you for the basics, but perhaps you're seeing a stagnation in recent business.

Whether it's related to the season, a rough local economy or just a matter of needing more customers, the objective of any aspiring business is to maximize on opportunities with your existing customers and to continuously attract new customers. You probably have a promotional item or two to attract customers whether it be a \$5 express tunnel wash or a \$1.99 hot dog. But that is probably not where you make the most profit. Typically the best profit margins are made in value-added services especially if you are the only or one of the few providers in the area. For car wash businesses, you may be missing out

on revenue streams from services you haven't considered or heard of because they are not typically seen in this market. Here are some add-on service ideas to give your car wash business a needed competitive edge. And dry steam might be one of the easiest ways to add more items to your service menu for car wash businesses with a minimal investment.

Express Interior Detail

Exterior wash places are dime a dozen, but it is hard to find a car wash that offers good interior cleaning services on demand. After all, drivers spend their time inside their car, not outside. If you

operate a high volume tunnel wash and are thinking, "We don't deal with interior. There is not enough volume," then think again – there is a huge void in the high volume interior cleaning service market. This is not the same market automotive detailers are in. Most detailers are owner-operators aiming for a high ticket per wash business model, so an entry level interior detailing service is still very pricey for the mass market. Besides, customers have to make appointments days ahead, and it is not a quick job. So if a customer is just looking for a quick but good interior cleaning provider at a reasonable price who can take their >>

car in right now and be done in 15-20 minutes, could you be “that” provider?

The answer is “absolutely!” if you have the right equipment and process in place. Dry steam has been very popular among detailers, but the downside has been that most steamers on the market were not made for high volume places. Thanks to recent advances made toward eco-friendly car cleaning methods and more awareness on the importance of sanitizing surfaces through the pandemic, there are more high volume dry steamer options available in the marketplace. In addition to its very effective cleaning performance on various interior surfaces, dry steam has the advantage of using a fraction of water (one to two litres per vehicle interior), no waste-water run-off, quick dry-time (=turnaround) and chemical-free sanitization. Some well-known high volume car wash companies in Canada and the U.S. have started adding industrial-grade dry steamers as the main interior service tool and achieve nine or 10 minute express detail. Abundant and continuous dry steam jets can wear many hats as an air compressor, upholstery cleaning tool, stain remover, natural sanitizer and deodorizer, salt remover, glass cleaner and more, which make it possible to achieve “an express detail” or high quality interior cleaning in minutes. As an example, a large gas station/car wash company headquartered near Niagara Falls controls the speed and workflow of interior cleaning crews by putting vehicles on a conveyor belt that takes nine minutes to travel through their detail shop. In those nine minutes, a quick vacuum job is performed first as a dry cleaning process. Next, instead of traditional wet cleaning using water, chemical and extraction, powerful dry steam jets are used to clean and sanitize upholstery or leather seats, mats, dashboard, cup holders, glass, headliner, trunk door jams and anything in between. Under 15 minutes, a vehicle can go through the tunnel wash for the exterior and put on the interior cleaning conveyor and be cleaned inside and out, sanitized and deodorized. An additional revenue stream of \$30 – 40 for a nine minute interior job for sure will boost your income and profit margin. Using dry steam also helps you control your costs by reducing water and chemical consumption by over 90 per cent. It is truly a green way of cleaning. In addition,



Instead of traditional wet cleaning using water, chemical and extraction, powerful dry steam jets are used to clean and sanitize upholstery or leather seats, mats, dashboard, cup holders, glass, headliner, trunk door jams and anything in between.

you do not need to train ever-revolving employees on multiple pieces of equipment, making the business model more sustainable for expansion or dealing with employee attrition.

Sanitizing Services

Through the pandemic, we learned that something we cannot even see can make us very ill and even kill us. Cleaning is removing visible soils and pollutants whereas sanitizing is removing things you cannot see with an naked eye. If you can sanitize while you clean without adding extra effort or time, why wouldn't you advertise the value added service to your customers? Although the high surge for sanitization demand has plateaued since the beginning of the pandemic, the demand is still very much alive and up-trending compared to the pre-pandemic time.

Car interiors are breeding grounds for all sorts of bacteria strains and health-related infestations, which is probably

the cause of that funky odor fresheners can only mask. It is well documented that there is more bacteria found on a steering wheel than on a bathroom toilet. Bacteria and viruses can be killed either by disinfectant chemicals or high heat. Dry steam transfers high heat to surfaces in the most efficient and safest manner.

Whether you incorporate chemicals that are aimed at disinfecting, or you invest into equipment such as a steam cleaner that is designed for surface sanitization and cleaning, providing your customers with a sanitization add-on option – or even a unique sanitization service – can up your average sale amount and attract new customers who are worried about what they can't see. The current trend is that customers want organic and eco-friendly cleaning methods, so look into natural and organic chemicals or chemical-free steam sanitization methods.

And to help show your customers that




NOT ONLY CAN
STEAM GET TO
NOOK AND
CRANNIES, THE
DRY TIME IS
VERY MINIMAL,
IF ANY.



their car has been sanitized (and doesn't just look clean), consider using a bacteria counter that you can swab surfaces with to show bacteria counts before and after. Show them how "dirty" their steering wheel, cupholders, and even seats are before you start, and then again after you finish. This way, they know it is sanitized and may even become a regular sanitizing service customer. And don't forget to use social media to spread the word. Pictures say more than a thousand words.

Services for Families with Children

Do you serve areas with many young families? Consider offering services specifically catered to their circumstances, providing a hassle-free experience that takes away those obstacles and makes their lives easier.

Offerings for families might include care for car seats, chemical-free sanitizing, collecting clutter (perhaps putting everything removed from the car into reusable bags with your company logo on it), etc. Parents will most likely also be concerned about the sanitary aspect of their car, so combine this with disinfecting to add more value proposition. And while you are at it, offer to clean and sanitize strollers and highchairs. Using an industrial grade dry steamer makes this kind of cleaning job a piece of cake. Not only can steam get to nook and crannies, the dry time is very minimal, if any. Services like these can turn rare customers into regular customers. And because you are servicing a niche market, customers won't balk at a premium price. Wouldn't you spend a little more for what's best for your own children? 



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Many More


Continuing with the sanitizing service theme, deodorization service can be easily added on using dry steam. If you have a corporate account that requires on-site cleaning, an industrial grade dry steamer can be a solution for exterior and interior cleaning without having to worry about wastewater restrictions. Pet hair removal is as easy as it gets with dry steam. Engine cleaning is another area where dry steam shines. The ability to offer safe engine compartment cleaning can be an easy way to upsell and offer a true full-package service.

Your tunnel wash may be what brings customers in, but interior cleaning and add-on services are where your real profit is made. And they might be a reason why a customer might drive an extra mile to come to you instead of your competitor down the street. Don't give up on offering interior service without looking into different cleaning solutions such as dry steam.

Yujin Yoo Anderson is the general manager for Steamerica, a manufacturer specializing in commercial-grade portable dry steam generators. For more information on Steamerica, go to www.steam.am.



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McClean Solutions Offers Unique Formulations



McClean Solutions, a carwash solutions manufacturer, launched in Bensalem Pennsylvania in February 2022 and is now setting its sights on the Canadian market.



"A major feature of the McClean line is a two-part alkaline system," says McCurdy. **"We use an alkaline base combined with a surfactant and solvent base to create alkaline detergents on site."**

"We are building out our distributor network in Canada," says Brent McCurdy, president of McClean Solutions who operates the business with his son Blake who is the company's operations manager. "We very much want dedicated experts and consultants who can improve the results of carwashes using our unique and advanced formulations. Canadian carwash owners might worry that a product made in the U.S.A. will be more expensive compared to locally sourced products. Despite the higher cost of US products right now, our technology allows us to be very competitive because we have concentrations that are so high. Some of our products literally require only a few grams per car to clean and shine beyond industry norms. Further, our technology on things like durable ceramic formulations and drying technology are worth the investment in customer satisfaction."

McCurdy began his career in the carwash industry in 1998.

"I supplied raw materials to most of the carwash chemical companies," explains McCurdy. "One of my customers was growing faster due to a specialized and patented technology. I was so intrigued that I put together a deal, left the supply side and started my ownership as a carwash chemical provider. I owned and worked at that company until 2020 when I went into business with my son building a small chain of six carwashes in the Philadelphia Northeast. In short, I grew to miss the chemical business and I started McClean Solutions."

A major feature of the McClean line is a two-part alkaline system, says McCurdy.

"We use an alkaline base combined with a surfactant and solvent base to create alkaline detergents on site," says McCurdy. "The concentrated two-part system allows for smaller packaging, lower freight, unlimited adjustability, and better cleaning. All our products are of the highest quality and concentration. You pay more per pail but less per use."

>>



The Flux Capacitor

The Flux Capacitor is a new metering tip technology invention by McClean Solutions. The technology is built into a typical hose barb and tube, often referred to as a pail stinger, which transfers chemical from the source container to the point of injection. The Flux Capacitor is less likely to clog or block compared to other methods, says McCurdy.

“What we have invented and patented is basically like a catheter,” says McCurdy. “We use resistance through that catheter to determine usage. It allows for usages below those possible with normal tips and the cost is low because we designed a way to put that catheter inside of the existing hose that is already being used from

the container to the point of injection.”

McCurdy talks with pride about working with his son Blake but adds: “We have to be careful at family functions to avoid too much carwash talk because it’s in our blood.” After working together to build a chain of carwashes, the McCurdy family understands the carwash industry.

“As an operator myself, I know that you don’t grow your sales by skimping on quality,” states McCurdy. “McClean Solutions is a great combination of technology and value that will benefit all Canadian operators.”

For more information, visit www.mccleansolutionsllc.com.



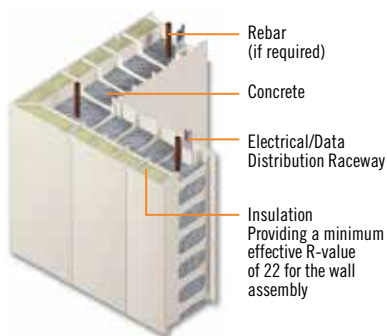
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Five Signs it's Time to Upgrade your Convenience Store Signage

Technology is evolving at a rapid pace. We see this every day in ever-more powerful cellular phones and electric, self-driving cars. The same can be said for the electronic sign industry, which is experiencing advances in technology that allow c-store operators to install better displays that deliver superior results.

Outdoor digital signage has evolved over the last five years to provide crisper graphics, more colours, more flexible software, and higher energy efficiency. In the same time span, indoor digital signage using LED technology has become more affordable and more reliable, making it an excellent choice for use within your facility. These improvements provide a more cost-effective and convenient signage solution for indoor and outdoor use, that draws more attention to your location.

If you haven't yet incorporated digital, or if you currently have a digital sign that's more than seven to 10 years old, it may be time to upgrade your signage package. Here are five indications that your facility signage needs to be replaced:

1 Graphics aren't as crisp as your content. Outdoor LED signs made seven or more years ago were at the forefront of LED technology, but times have changed. In 2011, 16mm (meaning each pixel is 16mm from its neighbor) digital signs were the newest innovation. Today, higher resolution 8mm and 6mm



New cloud-based software allows for easy updates from any location, and connected signs include automated diagnostics to provide early notification if something is awry.

models are available that deliver high-definition graphics at closer viewing distances. This means that your video content looks crisp and clear even when viewed up close. If your audience is near to your display, or if you use your display to show detailed graphics, it's time to offer a crisper picture and consider replacing it with new technology.

>>



2 Software isn't keeping up with the times. Advertising technology has changed as our use of media has transitioned to digital. Sign management software can help you maximize your digital ad strategy and provide other important benefits, including the ability to day-part messages and integrate real-time data. New cloud-based software allows for easy updates from any location, and connected signs include automated diagnostics to provide early notification if something is awry. For fuel price signs, modern POS integration means your prices will be seamlessly updated from the pump to the sign to the register.

A UL GREEN LEAF CERTIFICATION INDICATES THAT DIGITAL SIGN PRODUCTS MEET THE HIGHEST ENERGY EFFICIENCY STANDARDS, AND INCLUDE FEATURES THAT USE SIGNIFICANTLY LESS POWER THAN OLDER UNITS AND HAVE A REDUCED IMPACT ON THE ENVIRONMENT.

3 Desire for more energy efficiency. Energy efficiency is perhaps the most practical reason to up-grade your sign. It makes sense to rethink your pylon sign to incorporate LED for backlighting and a digital message center. LED components are more efficient than they were a decade ago, so you may see savings if you replace an older digital sign. A UL Green Leaf certification indicates that digital sign products meet the highest energy efficiency standards, and include features such as ventilation, automated brightness control, and communication options that use significantly less power than older units and have a reduced impact on the environment. If you still have a manual reader board, add up the hours your staff spends updating messages to calculate

savings potential. You may even be eligible for energy rebates for replacing an old bulb-based sign.

4 Parts and service limitations. Depending on where you purchased your old sign, you may find it hard to obtain parts or find a service provider. Many so called display "manufacturers" did not survive the tumultuous times of the pandemic, leaving sign owners in the lurch without options for support. Consider that a broken or malfunctioning sign can impart a bad impression with your customers, actually harming your business. Be sure to work with a reputable manufacturer and sign company for installation and service after the sale. Digital signage should never be a DIY project.

5 Multiple platforms and providers. Five years ago few businesses were incorporating interior digital signage. Today, savvy operators know the benefits of engaging with customers once they are on-site and are deploying both LCD and LED display solutions indoors. This can mean multiple manufacturers and service providers, and a web of connection points, disparate software suites and complicated content creation needs. As you consider incorporating indoor digital displays, it's a good time to seek out a signage provider who can supply and update both indoor and outdoor displays. You'll benefit from consolidating your platform to one single solution and your customers will be greeted with eye-catching displays from the street to the pump to the retail interior.

Upgrading your c-store campus signage may be a smart move that can grow your business and provide access to innovative features that aren't available on older models. You'll project a clean and modern appearance and have the flexibility to add interior displays within a single platform. **Q**

Carol Wade is the senior director of marketing at Watchfire Signs, a leading manufacturer of exterior and interior LED signs and video scoreboards.

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REGITAN

By Tania Moffat

Red Hill Car Wash: Innovation at its Finest

When an innovator and former carwash service technician/installer takes an interest in the ownership side of the industry the result is an expression of his technological knowledge. JJ Woodley spent six years working for Mondo prior to opening his first wash with his wife Melanie Sands in 2007.

This fall, Red Hill Car Wash will be opening its third location in Waterdown and like its sister sites, technology and innovation take centre stage.

The couple purchased their first location, a six-bay self-serve wash on Pritchard Road in Hamilton, Ontario, from one of JJ's former clients. "Since we entered the business, we have tried to adopt and develop technology that either makes the customer experience better or makes it more efficient for us to run our business. I have a good grasp on how the equipment works and is supposed to work. Over the years I've designed various things and our equipment has evolved. For example, I've adjusted our wash system to release products in six to eight seconds, most triggers take 20-30 seconds. That's a huge difference. Our customers appreciate the consistency we offer them. They know that all our bays will be running and offering the

same quality of service," shares Woodley.

Looking to expand, Woodley and Sands purchased land in Waterdown in 2014 to build their second carwash. Unfortunately, years of red tape put the project on hold. In 2016, when they were approached by another former client looking to get out of the business, they made a deal and Red Hill's second location was born.

"We had been waiting so long on Waterdown we thought, by the time we can actually start to build we could probably buy this property, turn it around and use the equity to build the Waterdown site, which is what exactly ended up happening," says Sands.

The business, located on Parkdale Avenue in Hamilton, was a nine-bay, self-serve carwash. Believing six bays were sufficient, the pair decided to add a detailing business in the extra space.





"THE EQUIPMENT JJ CHOSE IS WHAT MAKES THIS WASH UNIQUE," says Bradley Goetz, vice president equipment at NCS Mondo. **"IN ADDITION TO THE QUICK FIRES, HE INCLUDED THE BELANGER HIGH-SIDE AND LOW-SIDE BRUSHES, WHEEL STINGERS WITH HIGH PRESSURE AND THE OSCILLATING HIGH PRESSURE ARCH AND UNDERCAR RINSE."**

"Melanie took over that part of the company. It's very labour intensive, and was a huge learning experience for us. We used the same mentality and goals that we have for our self-serve wash. We go the extra mile, and when you combine that with reliability, consistency and excellent service you can quickly dominate the market. Melanie was able to build that business very quickly," Woodley adds.

Build what you need

When they needed a better payment app for their private wash, Woodley developed one with his partner Paul DiDomenico. Tech First Wash Systems integrates with most automatic teller systems for in-bay automatic self-serve equipment, vacuum cleaners and self-serve vending machines.

"We've implemented the system at all our washes. One of the advantages is that it gives you remote access to your equipment right from your phone. The app has monitoring devices that we install at the site, to measure preset levels such as air pressure, change machine and the temperature in the control room along with five dynamic inputs customers can select themselves. It is completely customizable to reflect a company's brand and logo, and has fleet capability, membership programs, rewards and customer notification abilities. It's a robust system, and requires very little hardware in the wash bay," says Woodley.

Sands appreciates how it is able to assist their

employees. "We can set them up with money on their app which allows them to reimburse clients, test run or clean the bays, without having to use tokens or coins."

Tunnel technology

Seven years after the land was purchased, Woodley and Sands were finally able to break ground at Waterdown. Claybar Contracting, a company that has been building carwashes in Ontario for the last 20 years, is completing the construction on the brand new six bay self-serve wash and 100-foot express exterior tunnel.

Using NCS Mondo to supply the tunnel equipment, Woodley designed his own package based on his experience, utilizing several brands including Belanger, McNeil and Mondo proprietary equipment. "There were a few pieces of equipment that I had to have. The McNeil RS-1000 top-brush has some great advantages and I was sold on it right away. It's set on a single-leg so you have the option to mount it on either side of the tunnel and save space. By positioning one forward facing and a second rear facing you are able to cover a lot of the vehicle and provide more touch time," Woodley says.

Balenger's Quick Fire wraps were another must have. "The Quick Fires were 100 per cent a piece of equipment we were going to get. I haven't seen a better brush in the field when it comes to being able to chase and overlap the back of the vehicle," adds Woodley.



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"The equipment JJ chose is what makes this wash unique," says Bradley Goetz, vice president equipment at NCS Mondo. "It features 85 per cent Balenger equipment. In addition to the Quick Fires, he included the Balenger high-side and low-side brushes, wheel stingers with high pressure and the oscillating high pressure arch and under-car rinse. JJ chose his entry system from Hamilton Manufacturing, but the feature that stands out is the MCE belt conveyor system. The majority of tunnel format carwashes feature a regular over and under style of conveyor. The belt conveyor is the most revolutionary tunnel component in North America. The biggest benefit of this type of conveyor is that it is very friendly when it comes to loading and is less likely to cause damage to wheels and rims.

A tire shine is the one piece of equipment missing from Waterdown's wash configuration. "They

are a service nightmare and really only do an okay job. The tire shine systems are not reliable, they are not consistent and they do not provide excellent service so they fail on all three of our key values, which is why we didn't put them in. If JJ needs to continuously fix something or if something just doesn't work to his standards, he will usually figure out a better way to do it, but it wasn't worthwhile with the tire shine," says Sands.

Woodley, Sands and their daughters Janine, 15 and Sierra, 17, are looking forward to Waterdown's grand opening. The location will be family run and no doubt thrive under the duo's operating values and the wash's technological advances. **Q**

Tania Moffat is a writer, editor and photographer. You view her work or contact her at www.chiccountrylife.com

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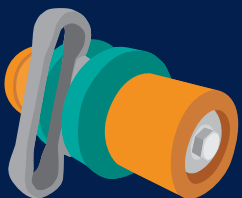
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What's New



Javo Beverage Company Concentrates On Convenience With Cold Espresso Concentrate

Vista, Calif. - From cold brew coffee, iced lattes and nitro iced teas to frozen frappes and energy lemonade, Javo Beverage Company is helping convenience stores capitalize on the sustained interest in the nearly \$1B cold brew market.

Javo is known for its authentic cold brew coffee concentrates that deliver premium quality with a smooth taste profile. Now, Javo is disrupting the cold brew market with their Peruvian Cold Espresso Concentrate, a hand mix liquid espresso coffee concentrate made with 100 per cent Peruvian Arabica coffee. One ounce is equivalent to an espresso shot. This allows for the ease and convenience of handcrafting authentic hot and cold espresso-based beverages, desserts and even sauces without the need for an espresso machine.

"Our Cold Espresso Concentrate is currently being used by customers to make frappes, shakes, and traditional iced espresso-based drinks; however, the application possibilities go beyond beverages. Our Cold Espresso Concentrate can be used in any recipe that calls for espresso. It empowers convenience store operators to capitalize on the popularity and margin boosting potential of cold brew while attracting younger consumers," said Chris Johnson, executive vice president, Javo Beverage Company.

According to Mintel, younger consumers, especially Gen Z and Millennials, are drawn to cold brew and enjoy it throughout the day for its flavor and energy boost and believe it to be more convenient than hot coffee. Furthermore, 60 per cent of consumers agree that cold brew is worth paying more for than iced coffee.

Recent earnings reports of some leading national coffee chains reveal that cold coffee dominates sales versus hot coffee at almost 80 per cent share, and with only 10 percent total foodservice menu penetration of cold brew coffee, there is plenty of room for convenience stores to increase their sales and profitability.



LSI Product Highlights from NACS Show 2022

REDiMount Canopy Lighting System

- REDiMount, a patent-pending, revolutionary mounting and installation system for refueling station canopies, is an out-of-the-box system that transforms the way canopy lighting is installed and maintained, reducing the time required to install a canopy fixture by over 50 per cent.
- With only one canopy installation, REDiMount eliminates potential water ingress points to provide a fully watertight design, even before final wiring is complete.
- Once installed, REDiMount can be removed with only a simple twist, enabling a quick release that simplifies maintenance or future upgrades. Best of all, it requires no tools, rewiring, or trips above the canopy.

Scottsdale CRUS with Forward Throw

- Forward Throw, an LSI exclusive that lights the forecourt using the light from the canopy, previously only available on our most advanced Scottsdale Vertex, is now available on our Scottsdale CRUS.
- Forward Throw allows owners to evenly illuminate their site with fewer fixtures, creating a welcoming and safe environment for customers while saving money on energy.
- Customers have been asking for the wider availability of Forward Throw technology since we first launched it on the Scottsdale Vertex.

Archer Building Lighting System

- The Archer Building Lighting System paints an entire building fascia with vibrant light, creating a dramatic appearance that vastly improves curb appeal.
- Designed for convenience stores as well as fast-food restaurants, Archer attracts potential customers with a brilliant illumination that gives site owners an advantage over the competition.

JSI Modular Displays & Grab-and-Go Refrigeration

- Designed exclusively for convenience store applications, JSI's modular displays bring unmatched versatility, available in custom widths and heights, with numerous stains and finishes.
- JSI's grab-and-go refrigeration units are equally at home in a convenience or grocery store. Made to order, they bring a whole new dimension of merchandising power to convenience stores.
- The modular displays and grab-and-go refrigeration units by JSI allow convenience store owners to elevate the décor of their stores while stocking the most popular, highest volume products customers love.

Veggies Made Great Debuts New Individually Wrapped Products

Veggies Made Great the successful veggie-forward brand showcased new foodservice formats that satisfy the growing demand for delicious, better-for-you grab-and-go products at NACS. Veggies Made Great offers a delicious portfolio of individually wrapped sweet muffins and savory frittatas and new crave-worthy bulk cauliflower bites – all made with clean ingredients like real veggies in convenient, handheld formats designed to work in grab-and-go warmers.

With proven retail success, Veggies Made Great can help you attract customers craving healthier breakfast and snack options throughout the day.

Convenient heat & serve items, Veggies Made Great now offers individually wrapped muffins and 2-pack frittatas that ship frozen and are designed to go from the freezer to microwave to warmer.

Veggies Made Great also recently introduced a line of Stuffed Cauliflower Bites – a healthier alternative to pizza rolls. Stuffed Cauliflower Bites feature a crispy cauliflower crust made with cauliflower, carrots, broccoli and spinach, plus alternative flours like chickpea and rice and are filled with a blend of authentic Italian veggies and cheese.

Veggies Made Great sampled the complete convenience store portfolio at the NACS show, including:

Individually Wrapped Sweet Muffins

- Double Chocolate Muffin (made with zucchini and carrots)
- Blueberry Oat Muffin (made with zucchini and carrots)
- Banana Chocolate Chip Muffin (made with zucchini)
- KETO Friendly Cinnamon Roll Muffin (made with zucchini and carrots)

Individually Wrapped 2-pack Savory Frittatas

- Plant-Based Sausage, Egg & Cheese Frittata (made with Beyond Meat® Sausage Crumbles, cauliflower and onion)
- Mushroom & 3 Cheese Egg White Frittata (made with mushroom, cauliflower and kale)
- Spinach Egg White Frittata (made with spinach, tomato, onion and bell pepper)
- Plant-Based Bacon, Egg & Cheese Frittata (made with cauliflower and onion)

Bulk Stuffed Cauliflower Bites

- Margherita (stuffed with mozzarella, tomatoes and basil)
- Spinach & Ricotta (stuffed with spinach, ricotta and parmesan cheese)



Blast-off Fireworks Makes Third Acquisition

BLAST-OFF Fireworks, western Canada's largest wholesale fireworks importer and distributor, is making strides in this booming industry. Matt Bialek, president of BLAST-OFF, recently announced their purchase of Toyland Company's client book and firework business.

"The purchase of Toyland Company's firework business is the third acquisition made by our organization in recent history, and it continues our focus on sustainable growth in new markets. We're expecting the acquisition to create between four and six new positions at our distribution centre," says Bialek.

Toyland Company is a major importer of the toy and novelty industry in Canada and has been operating since 1978. The company continues to serve these industries but chose to withdraw from the firework sector after a recent move.

"Our new facility is not outfitted for storing and distributing family fireworks. As a result, we feel that Matt and the team at BLAST-OFF are better positioned to provide an unmatched level of service and product selection," says owner Harold Yuen of Toyland Company.

Located in Selkirk, Manitoba, BLAST-OFF Fireworks currently stocks the country's largest selection of consumer and family-friendly fireworks at their 20-acre distribution campus. Boasting an inventory with over 550 SKUs, including nearly 200 exclusive BLAST-OFF branded products, they serve over 4350 national and independent retailers in British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick, Nova Scotia, Newfoundland, Nunavut, Yukon and the Northwest Territories.

BLAST-OFF Fireworks offers start-to-finish support for their Canadian retail partners, offering higher fill rates, better packaging, superior product quality, fully integrated marketing support and award-winning customer service.

"Our corporate emphasis extends beyond products: We focus on the development of retailer programs designed to maximize category profitability for our customers. We specifically seek to deal with organizations that see the value of program profit over product cost, says Bialek.

The family-run business has been in operation for 23 years and continues to evolve and grow within the marketplace.

"We're presently working with the City of Selkirk to develop plans to expand our distribution campus with additional space to facilitate continued growth." Bialek shares, stating that a major announcement can be expected on this front in early 2023.

BTC POWER launches its 180kW All-in-One Fast Charger EV charging possible in 12.5 minutes

Las Vegas, NV – BTC POWER, a leading manufacturer of electric vehicle (EV) charging systems, introduced its 180 kW All-In-One (AiO) DC Fast Charger at the NACS Show. This is the latest of the new Gen4 product family, providing an 80 per cent EV battery charge in as little as 12.5 minutes. With two touchscreen options of 15" or 32", ADA compliant retractable cables and simultaneous charging, and up to 500A the 180kW AiO sets the standard for the next generation of EV charging.

"BTC POWER is focused on continuing its legacy of innovation in the electric mobility industry. We're proud to design and construct EV chargers that help meet the increased demand, investment, and desire for electrification infrastructures as an alternative to traditional fueling options," said Michael Wagner, chief operating officer at BTC POWER.

BTC POWER focused its unit on charging at 150kW (or eight miles per minute) and more, ensuring that customers can charge between 12.5 – 30 minutes to receive 200-250 miles of range. Standard cables for this type of system typically require 35-40 minutes of charge time. This makes the new 180 kW AiO ideal for fleet operators, charge point operators, fueling stations, convenience stores, retail centers, heavy duty transit shuttles, school buses and other specialty vehicles.

"The 180 kW All-In-One charger addresses the needs across a myriad of verticals. Its core platform not only addresses the current demand, but it is built on the foundation that allows it to adapt to the needs of future vehicles and their evolving battery requirements," added Wagner

The 180 kW AiO features a compact design with footprint similar to a standard gas pump. The lightweight, 500A liquid cooled cables make the charger easier for anyone to use. Retractable cables mean longer cables to reach vehicle charge ports, resulting in an improved customer experience. CCS1 And CHAdeMO connector options are available.

Customizable touchscreens (15-inch or 32-inch) provide ample space to communicate messages to customers, ranging from specials and promotions to corporate communications to streaming television and everything in between.

Each 180kW AiO unit can charge two EVs at a time continuously. This means the unit can serve more customers in less time.

Connectivity and security are critical components. The 180 kW AiO connects through LAN, WiFi or cellular technology. It offers credit card and RFID (near-field) payment options through these systems.

The design and configuration of the 180 kW AiO allow the unit to be updated to stay in compliance with site and regulatory requirements. This means decreased out-of-service time and more time to serve EV charging customers.

To learn more about BTC POWER or schedule a consultation, please visit btcpower.com.

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Soaring Gas Prices and Economic Uncertainty.

These are two of the main concerns for fuel retail businesses and fleet owners across Europe. As such, there is a reluctance to invest in new clean fuels until the market settles down and prices start to reduce. What many don't realise is the energy mix in the fuel retail and convenience industry is only going to change and grow as the world tries to balance the ever-growing global demand for more energy. Businesses need to make the right investments in clean fuel now so they can effectively take on new challenges this energy diversification brings.

The LIQAL LNG dispenser and LIQAL BTU Boil-off Gas Treatment Unit are sound investments that can help take the pressure off a business (quite literally). With the LIQAL LNG dispenser offering an intuitive fueling experience for truck drivers, with outstanding uptime, and the LIQAL BTU system providing advanced liquefaction technology to ensure reliable performance, business owners can upgrade their fuel sites, against low total cost of ownership (TCO), while investing in the latest clean fuel technology.

CICC Holds Summit in Toronto

Over 230 Convenience Industry Council of Canada (CICC) members gathered in Toronto recently for the National Convenience Industry Summit.

The first full summit in three years, the event offered networking opportunities and information sessions on topics from government regulations to the changing customer and new and innovative product lines, the summit took place at the Omni King Edward Hotel.

An awards gala celebrated excellence and innovation and on Thursday morning a trade exchange featured 38 tabletop exhibits showcasing products and services.

Ontario Premier Ford made a guest appearance at the summit speaking to the audience, thanking stores for helping their communities during the pandemic, and committing to help the Ontario convenience channel in economic recovery before joining the CICC board of directors and elite members for a VIP Reception.

The Premier was joined by Ontario Finance Minister Peter Bethlenfalvy, and Associate Minister of Transportation Stan Cho.



Simply Delish, The World's First Keto Certified Dessert Brand, Shares Their Decadent but Guilt-Free Desserts with New Flavors and Packaging at the Natural Products Expo East

San Diego, California: Simply Delish is on a mission to help everyone, everywhere, enjoy delicious desserts without guilt. The mouthwatering taste of rich butterscotch, creamy banana, smooth vanilla, and more can be part of a clean, healthy diet, and one bite is all it takes to be hooked. Simply Delish will launch their new Keto Banana & Butterscotch Pudding and three Plant Based Gelatin Free Jel flavors, Black Cherry, Lime, and an Unflavored Jel, and share their new packaging at Natural Products Expo East in Philadelphia, September 28 through October 1, 2022.

"Our jels and puddings have been a hit with customers because we have created something that is truly delicious but also can be enjoyed by virtually anyone - whether they are diabetic, celiac, or following a vegan diet," says Martin Pamensky, founder and CEO of Simply Delish. "We're excited to give customers even more flavors they have been asking for - like butterscotch, with no added sugar or artificial sweetener. Simply Delish is a decadent dessert without the guilt."

Even the pickiest eaters agree that Simply Delish is a delicious and healthy dessert for all.



Introducing the Franke Coffee Systems A400 Fresh Brew: Bean-to-Cup Fresh Coffee Every Time

Franke Coffee Systems- Americas, is proud to share the A400 Fresh Brew, the latest innovation in hot coffee. This new system allows for consistent, bean-to-cup, fresh coffee every time, with less waste. The machine has a small footprint of just under 13.5" wide and adjustable stainless-steel feet, that will fit perfect where counter space is limited.

The 8" intuitive touchscreen makes creating a delicious memorable coffee experience easier than ever. This fully automatic machine walks customers through the ordering process in three quick steps with our Advanced User Interface. The unit has two bean hoppers with dedicated grinders to ensure a quality flavor in each drink. With a 9" cup clearance the A400 Fresh Brew can produce up to four sizes of hot coffee. Franke's patented automatic EasyClean system reduces cleaning time and complexity, while limescale is eliminated easily with an environmentally friendly, integrated and fully automatic descaling system.

Franke Digital Services is available on all our systems and allows for transparency-anytime and anywhere. Get a clear view on commercial and operational performance in areas such as drink sales, cleaning discipline, and stock levels through remote monitoring. The A400 Fresh Brew provides a consistent cup of coffee, without requiring an operator, that will add profits and keep customers coming back. With the quick touch of a button, brewing coffee to order is simple.

ADS-TEC Energy, P97 Networks and EvGateway Announce Turnkey, Ultra-Fast EV Charging Solution for Convenience and Fuel Retailers

LAS VEGAS – ADS-TEC Energy (NASDAQ: ADSE) recently announced a collaboration with P97 Networks and EvGateway to offer a turnkey solution that will make it easier for convenience stores, gas stations and other retailers to bring ultra-fast EV charging to their operations, with significant benefits for both their businesses and customers. The solution integrates ADS-TEC Energy's battery-buffered ChargeBox, which enables ultra-fast EV charging on existing power-limited grids, with P97 Network's connected commerce, payments, and behavioral marketing platform and EvGateway's cloud-based EV infrastructure and network.

As part of the collaboration, the ADS-TEC Energy ChargeBox is now certified within the fast-growing EvGateway network, allowing it to meet secure networking communications standards for any utility or energy commission requirement nationwide. EvGateway is an approved network across all major utility programs throughout the USA and offers utility-approved reporting and data integrations to push report data, in compliance with all national data reporting requirements.

The ChargeBox is also qualified for full-store transaction interaction on the extensive P97 transaction processing network, connecting consumers with retail fueling merchants and convenience stores across a broad partner ecosystem, including oil company payment networks, merchants, consumer package good companies, automotive companies and banks. There are currently over 66,000 P97 Networks retailers around the world. Significantly, retailers using the P97 platform will be able to extend loyalty programs to encompass EV charging, making it convenient and appealing for their customers to bring their new EVs for charging as well as their conventional cars for fueling. For fleets, this ADS-TEC Energy, P97 and EvGateway turnkey solution may also include roaming and subscription capabilities with ultra-fast charging capabilities in power-limited areas.

"With ADS-TEC Energy and EvGateway, our retail customers can add revenue-generating ultra-fast EV charging to their businesses, while conducting 'business as usual,' with all the benefits of the P97 platform they're used to," said P97 Networks CEO, Donald Frieden.

The ADS-TEC Energy ChargeBox system charges EVs in minutes instead of hours. Its battery-buffered technology enables widespread, ultra-fast charging (up to 320kW) on existing power-limited grids without additional infrastructure power upgrades. This allows for the introduction of ultra-fast charging to previously unaddressed geographies including rural locations city centers, helping to ensure more inclusive access to EV charging.

"Together, we're enabling convenience stores and fuel retailers to seamlessly extend their existing business infrastructure into ultra-fast EV charging, while allowing consumers to enjoy the same retail experience they've come to expect using their gas company or convenience store app and loyalty programs," explained John Neville, chief sales officer, ADS-TEC Energy.

The EvGateway system allows for a seamless management and operations of all chargers so owners and operators can remotely manage, control and have visibility into real-time performance analytics and statistics. The EvGateway network makes it simple for users to operate and customize EV Charging to meet their specific requirements.

"It's a win-win-win for retailers, their customers and the planet," said EvGateway President Reddy Marri. "ADS-TEC Energy and P97 share EV Gateway's philosophy of accelerating the adoption and use of EVs in cities around the world and helping shape a zero-emissions future."

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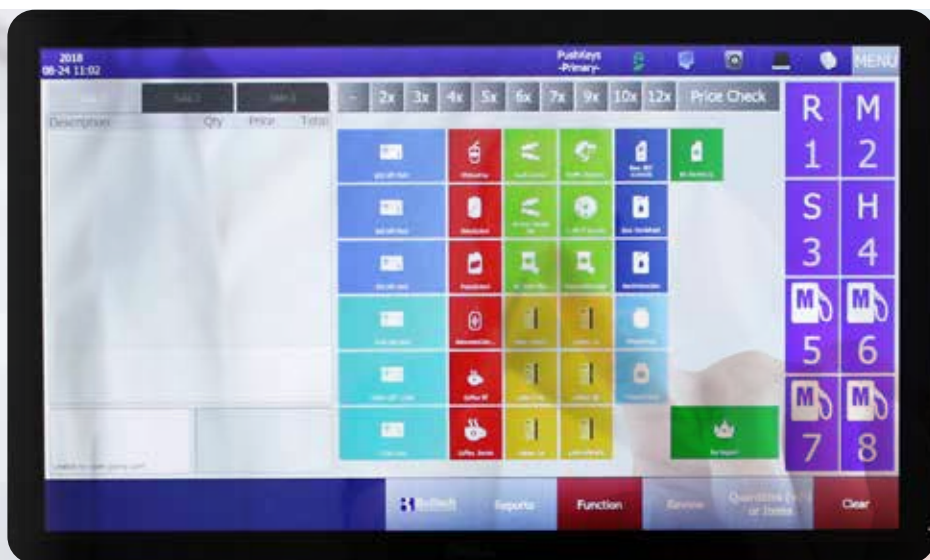
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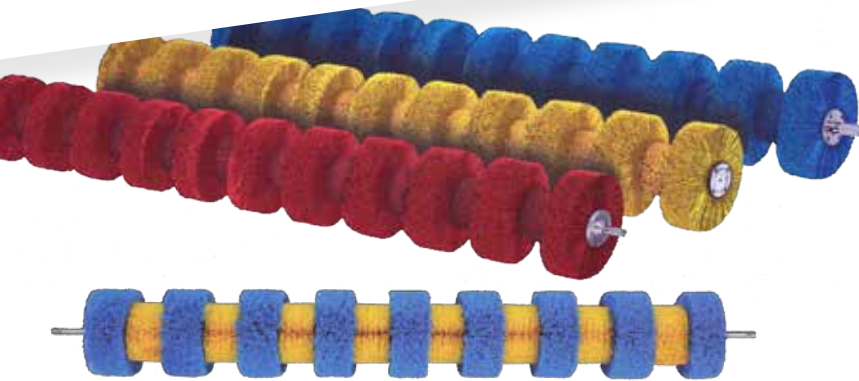


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