

# Convenience & Carwash

CANADA

JANUARY/FEBRUARY 2023

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Upcoming Events			 <b>Women in CARWASH</b> January 15 – 17, 2023 <b>7th Women in Carwash™ Conference</b> Fort Lauderdale, Florida <a href="http://www.womenincarwash.com">www.womenincarwash.com</a>
January 15 – 17, 2023 <b>7th Women in Carwash™ Conference</b> Fort Lauderdale, FL 204-489-4215 <a href="http://www.womenincarwash.com">www.womenincarwash.com</a>  February 20 – 23, 2023 <b>WPMA National Convention</b> The Mirage Hotel Las Vegas, NV <a href="http://www.wpma.com">www.wpma.com</a>	February 22 – 24, 2023 <b>SWCA Convention &amp; Expo 2023</b> Fort Worth Convention Centre Dallas, TX <a href="http://www.swcarwash.org/events/2023-convention-expo">www.swcarwash.org/events/2023-convention-expo</a>  June 4 – 6, 2023 <b>8th Women in Carwash™ Conference</b> The Benson Hotel Portland, OR <a href="http://www.womenincarwash.com">www.womenincarwash.com</a>	September 26 – 28, 2023 <b>CICC 2023 Summit</b> Hotel Omni Mont-Royal Save the Dates – CICC The Mirage Hotel <a href="http://www.convenienceindustry.ca">www.convenienceindustry.ca</a>	



## Happy New Year!



Wow, wasn't the past year one for the history books! Not all in a good way, either. As we begin this new year, let us be thankful for all that we have and all that we have learned over the past few years. With a positive outlook for 2023, I hope that the editorials contained within will help to focus you, inspire you and provide you and your staff with information to make this a great year.

Parkland Corp. is an inspiration to many and we are proud to feature this great company on our cover. Parkland is ever moving forward, evolving and focusing on being better, growing better and bringing both customers and employees a sense of belonging to an industry, to their communities and being a part of something great.

The holiday season combined with the past year of sometimes difficult situations have been, and are, trying for many. The Mental Health Commission of Canada has provided *Convenience & Carwash Canada* magazine with some great information with help links for dealing with difficult people and supporting you and your mental health.

I'm very excited to bring you our WashTalk featuring Kilworth Carwash in Komoka, Ontario. Sporting a living roof offers customers a wash like no other in the area and is certainly a look at the future; it's pretty cool indeed.

At the recent NACS/PEI tradeshow, I mentioned a company that offers a new outlook on healthy eating that can be obtained at convenience stores anywhere. Smoodi is that company, and we bring you a special one-on-one interview with Pascal Kriesche, co-founder and CEO of smoodi, and their recently announced partnership with Dot Foods, the largest food industry redistribution company in North America on their mission to make smoothies healthy again.

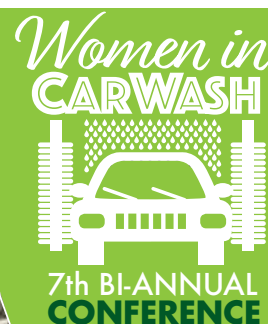
Each year we bring you our annual carwash chemical chart to ensure that you are offering the best chemicals in your region for your carwash.

As visions of springtime dance in our heads, we wish for you a great 2023 filled with love, health, happiness, and prosperity.

Remember that your success is my business and as always, my open-door policy to your valuable feedback remains not only intact but stronger than ever. If you have comments or a story idea for an upcoming issue, please email me at [bjjohnstone@convenienceandcarwash.com](mailto:bjjohnstone@convenienceandcarwash.com) or call me at 204-489-4215.

Happy 2023 to you,

Brenda Jane Johnstone  
Publisher



## 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](mailto:bjj@womenincarwash.com)



## It's 2023



Happy New Year. It's 2023! The past couple of years have been difficult. There's no way around it and by all accounts we will continue to be challenged in 2023.

"We're not out of the woods yet," Dr. Sylvain Charlebois, senior director, Agri-Food Analytics Lab, Dalhousie University, stated at the recent Coffee Association of Canada conference in Toronto, Ontario. "For 2023, it's not going to be easy again."

In a session entitled Navigating the Road Ahead, Charlebois talked about how many things have changed since the pandemic started in 2020.

"The market you are serving is just not the same as it was two or three years ago," he stated. "About 40-50 per cent of the workforce will work at least one day a week at home by 2025."

Before the pandemic, the percentage of a household budget dedicated to food consumed outside of the home was about 35 per cent, said Charlebois.

"We are now at 27 per cent and because of inflation and what is going on with the work from home phenomenon I don't think we'll get back to 35 per cent until at least 2025," said Charlebois.

He also talked about cellular agriculture and how he thinks producing food in a lab is "going to be a thing." He noted that Finland, where people consume eight to nine cups of coffee a day, has started to test the market with lab grown coffee. Lab grown chicken is legal in Singapore.

"In Canada, we are also looking at cellular agriculture; growing food in a lab," he stated.

What all this tells us is that things change, even if it leaves us feeling uncomfortable. My wish is that everyone reading this has a great 2023 but maybe the more realistic goal will be to settle for a pretty good year.

We've struggled through so many challenges recently that maybe we can hope for at least a glimmer of light at the end of the tunnel, even if it's shining from a distance.

Congratulations on surviving the difficult years we've just put behind us. Keep on trucking through 2023 with the hope for better days to come sometime down the road, maybe in 2024 or 2025.

Angela Altass  
Managing Editor

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Dr. Sylvain Charlebois speaks at the Coffee Association of Canada conference in Toronto

### AWARDS





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# Breakfast Options: Bowls, Pizza, Pastries, Smoothies, Coffee

By Angela Altass

Deciding which breakfast options to offer as part of your foodservice program can depend on various factors.

**"For foodservice, it depends on what abilities the store has,"** said Dan Glendinning, country manager, Canada foodservice, Hormel Foods International Corporation. "Most items would come from a commissary or industrial meal manufacturer. Hormel Canada foodservice has numerous ingredients from Premoro Toppings to cooked bacon offerings, Hormel Bacon 1 and Hormel Fast 'N Easy Bacon."

Breakfast bowls or breakfast pizza are hot items that can be convenient, said Glendinning.

"If a convenience chain has the ability to offer hot ready-to-go items or microwave ready items, these would hit the spot," said Glendinning. "Many convenience locations are supplied by commissaries, which have the ability to assemble bowls with eggs, potatoes, peppers, onions and sausage or bacon crumbles."

If ready-to-eat pizza slices are part

of the store's offerings, breakfast pizzas are a great choice and are on trend, said Glendinning.

Consumers are looking for excellent taste and value in their breakfast options, said Raoul Dexters, general manager, of Vandemoortele North America.

Dexters notes that Vandemoortele's Bake 'Up freezer-to-oven products are ideal for the convenience market because the amount of labour required to serve fresh pastries is much less than products requiring thawing and proofing. "They also require significantly less storage space than a non-Bake 'Up frozen product, saving costs in packaging and storage," said Dexters. "Our Banquet d'Or pastries are perfect hand-held items for a quick, on-the-go breakfast."

Breakfast-on-the-go comes down to convenience, said Pascal Kriesche, co-founder and CEO, smoodi, a food tech company that created a robotic smart blender that allows convenience stores >>







**STARTING THE DAY  
WITH A HEALTHY  
SMOOTHIE SETS  
THE STAGE FOR  
MAKING HEALTHY  
OPTIONS ALL  
DAY LONG, SAID  
KRIESCHE.**

to offer natural, vegan smoothies with no sugar added and no operator required.

"A great addition to any foodservice breakfast program, smoodi aims to empower health habits and we see that consumers are repeatedly purchasing our fresh and healthy smoothies to kick-start their day," said Kriesche. "While breakfast sandwiches and pasties certainly serve a purpose, smoodi can help convenience stores to offer a well-balanced breakfast program that caters to all types of guests, including those who demand healthy options."

Starting the day with a healthy smoothie sets the stage for making healthy options all day long, said Kriesche.

"The term smoothie has been misconstrued in the convenience store space over the years to a sugary drink with a fruit component to it," commented Kriesche. "At smoodi, we are setting out to change that. Our research suggests that consumers are demanding smoothies that not only taste great but provide nutritional benefits as well. We allow consumers to enjoy a premium, fresh smoothie in less than a minute."

Coffee remains an important part of the breakfast experience of many Canadians.

"Not even covid-19 could stop Canadians from drinking coffee," stated Cheryl Hung, vice president, research, Dig Insights, at the recent Coffee Association of Canada 2022 conference in Toronto.

Hung informed conference delegates of the results of the association's annual Canadian Coffee Drinking Trends Study.

"This is our third covid year conducting the study and this time round we only did it for two months," said Hung. "In 2020 and 2021, we did monthly tracking."

Traditional coffee consumption went up this year, said Hung.

"In these inflationary times, consumers recognize that there is a way to still get coffee but perhaps less expensive coffee," noted Hung. "Espresso based beverages tend to be more treat-based. Fifty-two per cent of Canadians had a traditional cup of coffee yesterday, which is slightly up, but that doesn't mean that suddenly there's an influx of people all going towards traditional coffee, foregoing their lattes and cappuccinos. It just basically means that the industry cup for cup in Canada is split in half. American data is skewed a little bit more at 60 per cent towards specialty and 40 per cent traditional."

In October 2022, 28 per cent of Canadians had a coffee yesterday out of home, compared to 40 per cent pre-pandemic, said Hung.

"Many people have adopted a hybrid work schedule," noted Hung. "The hybrid schedule has pulsed back up, but the broader conversation is if people continue to work from home we can expect that the out-of-home number likely will not recover to the 40 per cent figure we saw pre-COVID."

Even before the pandemic, consumption of traditional coffee out of the home was starting to decline, stated Vince Sgabellone, director, client development, the NPD Group, who also spoke as part of a Seize the Data panel at the Coffee Association of Canada conference.

"We were seeing a drop prior to the pandemic, which was accelerated and exasperated by everything that took place during COVID, so we're probably not going to get back to where we were pre-COVID for out of home consumption, but we probably weren't going to be there anyway," said Sgabellone.

Coffee does remain the number one product consumed in Canadian foodservice and traditional coffee is the number one item, said Sgabellone.

"Traditional coffee still represents two-thirds of all out of home coffees but it's diminishing because we're seeing a rise in specialty coffees," said Sgabellone. "Specialty coffee is really a young person's drink. Gen Z is coming into their earning years and they love specialty coffees. Two-thirds





of their coffee consumption is a specialty preparation versus their parents and grandparents who grew up with traditional coffee.”

There are changes taking place in where coffee is being consumed, said Sgabellone.

“Twenty-four per cent of all coffee purchased out of the home is consumed in the home,” noted Sgabellone. “People go out and buy the coffee and bring it back home and consume it there. One-third of all out of home coffee is being consumed in the car. As we resume our out of home lifestyles, running errands, visiting friends, going to work, dropping kids off at events, we’re drinking more coffee in the car than we ever used to. Meanwhile, what is declining is consumption at work. We’re just not at work as often so that work portion of out of home coffee consumption is way down to 12 per cent.”

Drinking coffee at a restaurant when you’re having breakfast or snacking is down to 22 per cent. Carry out is starting to come back as more people go back to work but is still down compared to 2019. [9]

# WPMA EXPO

at the Mirage in Las Vegas, NV

## TUESDAY, FEBRUARY 21

### EDUCATIONAL SESSIONS:

#### EMA Western Region: State Reports

– Mark Lytle, Western Region Chair, EMA



#### EMA Federal Legislative Update

– Rob Underwood, President, EMA



#### Robbery & Burglary Prevention in Convenience Stores

– Tyson Wedin,  
Regional Risk Manager, Federated Insurance



#### Human Resources: Right People, Right Place, Right Vision

– John Kimmel,  
Sales Trainer, John J. Kimmel



#### Enabling Success in an Era of Anywhere Convenience

– Lori Buss Stillman,  
Vice President of NACS Research



### THREE-DAY TRADE SHOW

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## WEDNESDAY, February 22



Jon  
Dorenbos

Wednesday Keynote

**KEYNOTE SESSION:** Former Long Snapper for the Philadelphia Eagles, and a World-Class Magician



**Ladies' Luncheon: Rise & Resilience – A True Story ...** when Cara Brookins and her four children went through desperate times, she used YouTube tutorials to build them a house.

## THURSDAY, February 23

### EDUCATIONAL SESSION:

Expert on  
Cybersecurity,  
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House CIO,  
CEO Fortalice  
Solutions, and  
2019 Woman  
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# The Convenience of Mental Wellness



By the Mental Health Commission of Canada

**As all retail employees know, customer service** can be rewarding and emotionally taxing. The satisfaction and pride you might feel in meeting your customer's needs can easily turn to frustration when facing a difficult customer or situation. While many employees can take those challenges in stride, others find that they may affect their mental well-being.

Of course, we can't control what customers say or do. But owners, managers, and workers can take steps to protect psychological health and safety in the retail industry and improve mental health for the company as a whole.

## **Dealing with difficult people**

With all the hustle and bustle in the

industry, customers and co-workers have been known to take their stress out on employees. So, what can employers do to protect workers from physical harm and the psychological stress it brings?

Having clear rules in place and enforcing them with customers will go a long way toward building trust and confidence while giving you and your team a sense of safety. Ensure managers and workers have clear instructions on the procedures they should follow, including how to deal with difficult situations and when and how to call for help from security or the police. Ideally, staff members should be trained in skills, including de-escalation techniques, to address demanding situations.

## **Supporting mental health**

Never underestimate the help and support that mental health professionals can provide, but be aware that many people who need support never seek it out due to stigma. It's important to share as many resources as your company can offer. Connect frequently with all employees to communicate the available supports, both inside (e.g. benefits and programs) and outside your organization. For companies that don't offer mental health benefits, Wellness Together Canada (<https://www.wellnesstogether.ca>) and CMHA's Find Help (<https://cmha.ca/find-help>) offer beneficial online support.

In addition to these resources, showing empathy is one of the best ways to help staff members manage stressful situations. Understanding what employees are going through and communicating clearly with them are highly useful strategies since it can be difficult to process tasks and large quantities of information if we feel overwhelmed.

Bear in mind as well that small gestures to you can be big gestures to others. When people are struggling to make ends meet, experiencing loneliness, or feeling isolated, knowing that their organization and peers care about them can be a great help. One way to do that is giving unexpected tokens of appreciation, like a dessert delivery, a cozy blanket, or a gift card. Another is encouraging employees to indulge themselves in healthy ways when comfort is needed.

Winter can also significantly affect our mood and mental health, even outside the added stresses of holiday shopping. In these circumstances, it's important to support employees and managers by being mindful of their experiences and regularly checking in with them. The Mental Health Commission of Canada's Mini-Guide to Help Employees' Mental Health Through Winter, available at [www.mentalhealthcommission.ca](http://www.mentalhealthcommission.ca), offers additional tips, tools, and resources.

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For more general strategies on cultivating mental health in the workplace, including de-escalation tips for difficult situations, see the Retail Council of Canada's Mental Health in Retail Guidebook, available at [www.retailcouncil.org](http://www.retailcouncil.org).

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With all the changes we've endured over the past years, supporting employee mental health is more important than ever. **■**





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# 2023 Carwash Chemical Chart

What's a carwash without chemicals? Following are some of the top carwash chemical suppliers with a detail on the products they offer. If you are considering changing your chemical offerings for 2023, these companies would love to speak with you.



## **Blendco Systems**

One Pearl Buck Road  
Bristol, PA 19007  
800-446-2091  
info@blendco.com  
www.blendco.com

Blendco Systems manufactures and supplies a full line of formulated detergents, polishes, protectants and solutions for the professional carwash industry, which includes the patented SuperSat Custom Detergent System, SuperClear Water Treatment System, RMS Remote Monitoring System and RED RHINO detergents and protectants. We are now proud to feature a full line of Rust-Oleum Certified Products, along with our newest line of detailing products by CAR Products. Blendco's focus from the start has been to provide the highest quality detergents & protectants at a competitive price.



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www.dalincoln.com

D.A. Lincoln Pump Service & Supply is a Turtle Wax distributor offering our own private-label brand of soaps and waxes. We offer a complete line of chemicals for the self-serve and the automatic car and truck wash industry whether it's a touchless or friction application. We provide all the required equipment for applying chemicals to vehicles, from foamers to low-pressure solution panels, mixing drums, and hydrominders. We will also perform site visits for proper equipment operation

and chemical usage and provide detailed reports.

When you partner with D.A. Lincoln Pump Service & Supply, and Turtle Wax Brand, we will market the Turtle Wax Brand throughout your wash on a no-charge basis to drive your business to the next level. This marketing provides brand-new recognition and added value to your customer, and a happy customer is a repeat customer.



## **D.A. Lincoln Pump Service & Supply MB Inc.**

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204-632-8002  
Doug Lincoln  
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www.dalincoln.com

D.A. Lincoln Pump Service & Supply is a Turtle Wax distributor offering our own private-label brand of soaps and waxes. We offer a complete line of chemicals for the self-serve and the automatic car and truck wash industry whether it's a touchless or friction application. We provide all the required equipment for applying chemicals to vehicles, from foamers to low-pressure solution panels, mixing drums, and hydrominders. We will also perform site visits for proper equipment operation and chemical usage and provide detailed reports.

When you partner with D.A. Lincoln Pump Service & Supply, and Turtle Wax Brand, we will market the Turtle Wax Brand throughout your wash on a no-charge basis to drive your business to the next level. This marketing provides brand-new recognition and added value to your customer, and a happy customer is a repeat customer



## **McClean Solutions LLC**

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Nikita Klinisovs  
267-855-7627/800-397-4145  
nikita.klinisovs@mccleansolutionsllc.com  
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McClean Solutions is a carwash chemical manufacturer supplying a complete line of detergents, protectants, conditioners, polishes, wall cleaners, tire shine products, and much more for the professional car care industry. We offer highly concentrated products that offer unparalleled cost-effectiveness. Our specialties include two-part presoaks and detergents using concentrated surfactants and alkalines. Our Alkaline Base 200 is a proprietary blend of ingredients leading to best-in-class cleaning in touchless and tire and wheel applications. Our patent-pending Flux Capacitor tipping technology is a one-of-a-kind innovation. Drum Buddy brings the convenience of small drums into the world of large storage capacity that is safe and easy to use. Our brands include Solar Flare Hot Wax, Satellite Ceramic Protectants, Northern Lights Foaming Polish and Conditioner, Cosmic Carnauba Tricolor Wax, Infinity Presoaks, Takeoff Undercarriage Protectant, Time Travel Tire & Wheel Cleaner, Dark Matter Tire Shine, Stardust Clearcoat Protectant, and Deep Space Drying Agent. McClean is a company you can trust, and we strive daily to be "Your Friend In the Business." Call us today and let our expertise guide you to cleaner cars and higher profits.



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**National Carwash Solution**

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Each day our chemists work to develop the best products and the most convenient and accurate way to deliver a clean, dry and shiny car. Dial in your profits and make cars shine.

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# Kilworth Carwash: Stunning and Sustainable

The wash boasts a living roof and is committed to making water recycling a priority.



By Tania Moffat

**Most people don't expect to see one** on a carwash. The eye-catching staggered green roof is a testament to the Hebb family's commitment to running a sustainable business and providing their customers with top-of-the-line service.

Lisa and Steve Hebb had always thought owning a carwash would be a good business venture. "We owned a prime piece of property along a major roadway five minutes west of London, Ontario. The higher-end community of Kilworth/Komoka was under heavy residential and light commercial development. After researching the area, we felt it would benefit from a carwash that offered self-serve and automatic bays," says owner Steve Hebb. Steve and his wife began planning their dream wash a few years ago, broke ground in July of 2021 and celebrated their grand opening on June 24th, 2022.

While the green roof is a stunning feature, its aesthetic beauty wasn't the main reason the Hebbs decided to install a living roof. They were drawn to its functionality and ecological benefits. Ecologically, vegetated roofs improve biodiversity in the area by creating their own small ecosystem attracting pollinators and birds—however, the roof's ability to reduce stormwater runoff aligned with their vision.

"Water recycling was essential to us, and the green roof went hand in hand with our story. When we initially investigated water reclamation systems, we aimed to recycle approximately 60 per cent of our water by using it for the undercarriage wash, wheel scrubbers, first high-pressure rinse and winter weep. We're close. Currently, we are recycling 57 per cent of our water," shares Hebb.

## Raising the roof

When designing a building with a living roof, it is imperative to have sufficient support. "To ensure the building could sustain the green roof, it was designed with wood trusses with extra load-carrying capability. This additional design capacity is important as these roofs can weigh two to three times more than a standard roof," says Chet Liu, president of Y.C. Liu Engineering. He explains that while the initial cost may be higher, vegetated roofs prolong the life of the roof materials, protecting the roof membrane from UV Rays, temperature fluctuations and wind damage.

Kees Govers, technical sales manager at LiveRoof Ontario Inc., further explains a vegetated roof's functional and ecological benefits. "The roof itself absorbs up to the first inch of rainfall. Approximately 50 per cent of the rain





The vegetated roof is both eye-catching and not typically something is seen on a carwash.

that falls is detained by the roof, and the other 50 per cent is retained and leaves as water vapour, significantly reducing the strain on stormwater sewers. In fact, most small rainfalls will never see any water discharge from the roof. For larger storms, the runoff is delayed significantly, allowing the flow in stormwater sewers to be reduced before the water from the roof even enters the sewer.”

Another functional benefit of a green roof is its ability to increase the overall energy efficiency of the building. “The vegetated roof’s bulk and plants greatly reduce heat transfer through the roof of the building, thus reducing heat build-up inside, helping to keep the building cool during the summer and acting as an additional layer of insulation during the winter,” Govers adds.

Carwash buildings are purpose-built to process dirty cars on one end and deliver clean vehicles on the other. This creates an extremely hostile environment for most >>

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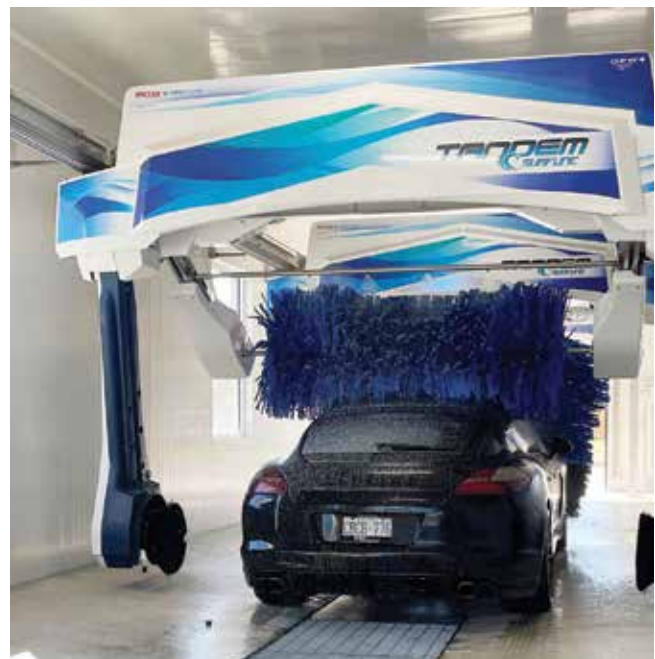
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"Both the 360 Plus and Tandem Surflite have the advanced covers and LED package as well as the Overglow and spot-free options."

conventional building materials and is why the Hebb's went with a modular concrete wall system specially designed for carwashes.

"CONFORM wall assembly technology is attractive to carwash owners on many levels, but perhaps the most valued benefit is that our PVC forms and panels provide a superior envelope of protection for the walls and ceiling of a car wash building. The CONFORM wall assembly provides a load-bearing, reinforced concrete wall with prefabricated finished faces on both the exterior and interior walls. The system minimizes the number of construction trades required on site and shortens the construction schedule allowing for a quicker business start-up," says Stephen Harding, regional sales manager of Nuform Building Technologies.

### Setting up the site

When designing the wash itself, the couple wanted to ensure that the entire wash experience was easy, comfortable and safe for their customers. "Being open 24/7, it was important to create an open and inviting area, with great lighting throughout the property no matter the time of day. We made sure that all our concrete sidewalks and aprons were heated to avoid and slips and falls in the winter. And, of course, we wanted to provide our customers with a great wash with as many features as possible," Hebb shares. Customers can choose between four self-serve wash bays and one of two automatic bays offering soft touch and touchless wash packages. Two high-performance vacuums are available on the parking pad, one of which provides

carpet shampoo and scent options.

### Evaluating equipment

Hebb says their decision to use PDQ equipment was based on their own experiences as carwash customers. "We installed the Tandem Surflite for our soft touch automatic and the Laser Wash 360 Plus for our touchless. When our young children saw the Overglow feature in action, they wanted to go through it again and again. We knew then that this would be the right choice for our customers."

"Both the 360 Plus and Tandem Surflite have the advanced covers and LED package as well as the Overglow and spot-free options. The automatics are equipped with Hamilton Commander tellers with EMV. The owners installed Carolina



Pride equipment with nine functions in their self-serve bays and equipped each bay with Nayax for debit/credit payment. They also included an airlift door setup with a full stainless-steel track and hard-

**OUR BIGGEST COMPLIMENTS ARE ON OUR BUILDING AND OUR SITE. IT IS A BEAUTIFUL, MODERN-LOOKING BUILDING, AND OUR CUSTOMERS SAY HOW NICELY IT FITS IN WITH THE COMMUNITY.**

ware options, including the Magnaglide operators. To assist them with their water recycling goals, we installed the Purclean Reclaim system, which runs on under-car

and high-pressure rinse in the automatics and with the cold weather weep system in the bays,” adds Gabe Ellis, owner of Elite Carwash Solutions.

From the roof to the apron, the Kilworth Carwash has been a hit with its customers. “We have had nothing but positivity coming our way. Our biggest compliments are on our building and our site. It is a beautiful, modern-looking building, and our customers say how nicely it fits in with the community. We get many

questions about the live roof as well as our water recycling, and after explaining, our customers get very excited and feel good about doing business with us. Lastly, everyone is extremely happy with the quality of the wash that they are receiving,” Hebb shares. Kilworth Carwash is unique in its approach to sustainability, proving that carwashes can contribute to the local environment and still offer excellent service and a superior clean. **Q**

*Tania Moffat is a writer, editor and photographer. You can view her work or contact her at [www.chiccountrylife.com](http://www.chiccountrylife.com).*



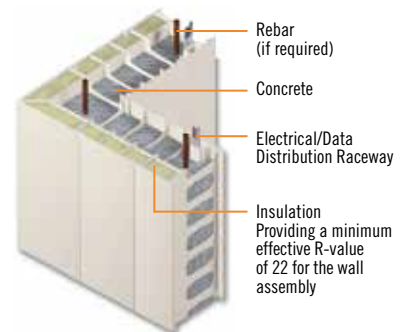
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# Carwash Landscaping

## The Importance of Curb Appeal

By Meline Beach

**First impressions are based** on several factors that can make or break your business. Appearances matter. Carwashes are no exception. Commercial landscaping is important in making first impressions and building customer loyalty. While a few factors come into play in maintaining a customer base, such as quality equipment, efficient service and price, the condition and visual appearance of your property are what can draw or deter potential customers from pulling in or driving by. Commercial curb appeal is worth the investment

“Curb appeal is something we pay attention to,” says Gerry Vautour, who owns 14 Rubber Duck Car Wash locations throughout Atlantic Canada. “This includes painting, landscaping, signage and branding.”

### **First impressions start with signage.**

Consider brightly lit, well-designed, visible, legible and strategically placed signage to attract your customers’ attention from a distance.

Having acquired his carwash locations over the years, Vautour always starts with updating signage to the Rubber Duck Car Wash brand.

“While each site is different, with some requiring more TLC than others, fresh signage with clear instructions and contact information for anyone needing help is imperative to creating a good first impression,” says Vautour, who works with the same signage company for all of his locations – a company he trusts to

maintain the Rubber Duck brand and logo. “Customers see the Rubber Duck sign and know they’re going to get a good experience.”

Over time, signage may fade or become dirty. When cleaning it is no longer enough, consider replacing it with modern elements such as colourful LED lights and an eye-catching message board to notify customers of sales, promotions and other announcements.

### **Add a splash of colour.**

Manicured lawns, shrubs and accent flower planters can create a warm and welcoming invitation. Curbs, islands and background areas are often overlooked. These spaces have curb appeal potential and can help create visual interest in an otherwise paved platform. Flowering planters and colourful shrubbery can help draw attention to your business across the seasons and can also be decorated to highlight various themed holidays throughout the year.

“I enjoy collaborating with landscaping companies local to my carwash to help bring a vision to life,” says Vautour. “Often this involves incorporating river rock and shrubbery in the design and layout of our business to create a simple and clean look that gives the impression of whoever owns this place, really cares.”

A fresh coat of paint, clean windows, and bright lines on an evenly paved (void of cracks and potholes) lot can also create great impressions. Strategically-placed garbage receptacles will also deter litter and welcome stray garbage.

### **Form and function can also be flattering.**

Between modern equipment and functional design features, Steve Hebb, owner and operator of Kilworth Car Wash made a significant investment in his carwash curb appeal with the installation of a green roof.

“We opened our carwash in June 2022 and the green roof was installed right away so that it looked good for opening day,” says Hebb. “Our vision was and still is to be environmentally friendly as possible, and a vegetated roof was the perfect addition to our facility.”

Hebb also installed a water recycling system to cut down on the amount of freshwater used, as an environmentally-responsible effort, and from a cost perspective, without compromising the quality of the wash.

Vegetated roofs offer functional and ecological benefits. On the functional side, they detain 50 per cent of the rainwater that falls on it with the other 50 per cent





dispersing as water vapour. That retention significantly reduces the amount of water that needs to be handled by stormwater sewers and ditches. Vegetated roofs also offer a cooling effect during the summer as the roof's plants greatly reduce heat transfer through the roof of the building.

From an ecological perspective, vegetated roofs provide an area for pollinator species (primarily insects) to feed, breed, and overwinter. As a result, it also provides a food source for songbirds harvesting insects. This creates a small local ecosystem.

According to Kees Govers, technical sales manager at LiveRoof Ontario Inc., the company that installed the vegetated roof at Kilworth Car Wash, sedums (succulent green foliage) and alliums (ornamental flowering onions, shallots and garlic) are the most common forms of perennial greenery on vegetated roofs. Govers, who has completed



**A GREEN ROOF CAN LAST 40 TO 50 YEARS WHEREAS A TRADITIONAL THERMOPLASTIC POLYOLEFIN ROOF MADE OF INEXPENSIVE RUBBER ROOFING MATERIAL THAT'S MOST OFTEN USED ON COMMERCIAL BUILDINGS, LASTS ONLY 12 TO 14 YEARS.**

over 75 installations in 2022, notes that a green roof can last 40 to 50 years whereas a traditional Thermoplastic Polyolefin roof made of inexpensive rubber roofing material that's most often used on commercial buildings, lasts only 12 to 14 years.

"With little maintenance required, there's an economic advantage to vegetated roofs and an environmental benefit as well by reducing traditional roofing material from landfills," says Govers. "There might also be some government grants and eco-roof incentive programs available to help offset installation costs."

In terms of cost, an extensive or semi-intensive green roof can cost anywhere from \$25-45/sq ft installed, depending on growing medium depth and plant choices. Any investment in your car wash's curb appeal creates an opportunity to rise above the competition.

Leverage the experience and expertise of reputable designers, contractors and installers (ask for references) with appropriate permits to ensure your investment is built to last.

"The project is unique in its vision of how green a carwash can be," says Hubb. "Service centres are not traditionally thought of as buildings that contribute to improving the local environment. This project's vegetated roof shows that it can have a positive effect on the local ecology and local stormwater run-off. And, of course, the resulting building opens people's eyes to the possibilities of vegetated roofs for aesthetics alone. The sloping green roofs are an eye-catcher for both the neighbours and anyone driving by."

Whether you're building brand new or renovating an acquired carwash, little enhancements to your property can result in big returns. **■**

*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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By Ed Kammerer

# Resolve to Clean Up the Fueling Experience With Diesel-Capture Nozzles

The dawn of a new year can be a great time for a top-to-bottom reassessment of a retail-fueling business, in addition to executing a regular schedule of operational reviews throughout the year. A yearly reassessment can provide the perfect opportunity to audit the previous 12 months, determine what went well and what could have gone better, and then identify the best ways to ensure that the right things continue while the other things are improved. It provides the opportunity to begin the year with a clean slate.

This reassessment can be cosmetic, like replacing those burned-out lightbulbs on the marquee, patching pavement holes in the forecourt or determining if a new coat of paint is warranted for the convenience store's interior, exterior or washrooms. The reassessment can also be operational. Take inventory of the performance of the fuel storage and dispensing equipment systems and see if any of it needs to be repaired or has reached the end of its service life and should be replaced.

Any new equipment technologies that have entered the market should also be assessed to see if their implementation can help improve the performance of your operation.

## Come Clean at the Fuel Island

When making resolutions after your reassessment, there should be one ultimate goal: offering a fueling experience that is clean and attractive to drivers, one that will keep them coming back. If those drivers sit behind the steering wheels of diesel-powered vehicles, they are likely well aware that diesel can leave behind a residue of dirt and grime that is both unattractive and



potentially dangerous. Unlike gasoline, diesel does not evaporate. It stays around to make a mess of things if left to drip down the spout after a post fueling event.

Diesel fuel can destroy rubber or plastic soles on shoes and stain leather uppers. Any nozzle and dispenser buttons that are coated with diesel residue just don't look good, and the diesel left on the buttons may end up on the hands of the driver before getting transferred to clothes or the interior of the vehicle. Diesel fuel that is also allowed to drip and puddle on the forecourt can create slip-and-fall and – in extreme cases – fire risks. Therefore, it is in the best interest of the retail-fueling site operator that the best diesel-nozzle technology be used for



## OPW'S CLEANER, GREENER 14 SERIES NOZZLE FAMILY IS THE 14HC HIGH-FLOW DIESEL NOZZLE, WHICH HAS BEEN DESIGNED FOR USE IN HIGH-SPEED DIESEL-FUELING ACTIVITIES

that ultra-critical “handshake with the driver,” i.e., the removal, interaction with and operation of the fueling nozzle.

Recognizing the need for a clean and safe fueling experience in all instances, OPW Retail Fueling, Smithfield, NC, USA, developed the 14 Series of Clean Fueling Nozzles, all of which feature innovative patented and patent-pending free-draining spout and fuel-recapture technology. These design innovations help the 14 Series nozzles significantly minimize the potential for fuel to be retained in the spout after fueling, which keeps the fuel off drivers' hands and clothing, the dispensing equipment and the ground.

The latest addition to OPW's cleaner, greener 14 Series nozzle family is the 14HC High-Flow Diesel Nozzle, which has been designed for use in high-speed diesel-fueling activities, particularly those that are common at truck stops and high-volume c-store sites that


feature truck-fueling islands.

The operational foundation of the 14HC nozzle, which is approved for use with diesel blends up to B20, is its patented diesel-capture chamber that retains fuel at the conclusion of the fueling process. The diesel-capture technology enables any excess fuel left on the spout to be drained back into the diesel-capture chamber where it is held until the next fueling event occurs. The result is a cleaner fueling process that protects the nozzle, dispenser, forecourt surface and drivers from fuel and the grimy residue that can result in unattractive and unclean nozzles and dispensers and an overall unappealing refueling process.

The 14HC also targets high-volume fueling sites by being able to deliver high flow rates that reduce refueling times, resulting in shorter waits and faster turnover. Finally, the 14HC nozzles, like all members of the 14 Series nozzle family, are UL- and ULc-listed for use at fueling sites in the United States and Canada.

### Conclusion

Everyone makes resolutions at the beginning of a new year. The challenge is keeping those resolutions. For the

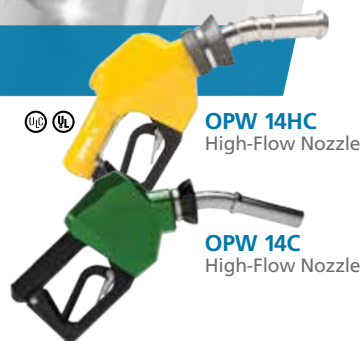
operators of retail-fueling sites who are looking for ways to optimize the performance of their facilities, there is one resolution that should be pursued and successfully completed year-round: resolve to make the fueling operation as clean, green and safe as possible. OPW Retail Fueling stands ready to assist in this endeavor, offering its 14 Series nozzle family, with the new 14HC High-Flow Diesel-Capture Nozzle being designed to provide a cleaner, faster and safer diesel-fueling experience. Begin your fueling year with a clean start by installing “cleaner” nozzles. 

*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). OPW is defining what's next in fueling solutions and innovations worldwide. OPW delivers product excellence and the most comprehensive line of fueling equipment and services to retail and commercial fueling operations around the globe. For more information on OPW, please go to [opwglobal.com](http://opwglobal.com)*



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# More Than Just a Plug Parkland Aims to Offer the Ultimate Charging Experience



Twenty minutes can feel like an eternity if you're in the middle of nowhere charging your electric vehicle. It can feel worse if the charging station is located near the dumpster in a poorly lit part of a parking lot and you have nothing to do or nowhere to go while you wait.

By Meline Beach

**Typically, 20 minutes would be the shortest amount of time** it would take to charge an electric vehicle. Depending on the type of charger, it can take upwards of 40 minutes or more to top up your battery.

As battery electric vehicle registrations continue to climb in Canada, many EV owners rely on public chargers for day-to-day use and longer road trips. Compared to the two minutes it would take to fuel conventional vehicles, EV owners have more time on their hands when charging. This is idle time that Parkland is focused on helping its EV customers make the most of every stop with a range of customer-centric amenities.

"Range, or charging anxiety is real for many EV owners," says Donna Sanker, president of Parkland Canada, "We will alleviate that concern with reliable charging stations and a positive experience across our locations."

The Canadian headquartered, international retail giant of fuel, food and convenience stores is on a mission to create a better experience for its EV customers. It has plans to build one of



With over a million customers per day in 25 countries, including Canadian retail locations Ultramar, Pioneer, Chevron and ON the RUN, Parkland is determined to be the supplier of choice for EV customers.

Western Canada's largest and best-run ultra-fast electric vehicle (EV) charging networks and recently announced it is doubling its current 25 sites to 50 across British Columbia and Alberta by early 2024. This network is supported by a recent \$6.825-million investment from Natural Resources Canada and the B.C. government.

With over a million customers per day in 25 countries, including Canadian retail locations Ultramar, Pioneer, Chevron and ON the RUN, Parkland is determined to be the supplier of choice for EV customers, similar to how it currently meets customer needs for those who fill up with fuel.

"We are positioned to power electric vehicles and fuel conventional engines," says Darren Smart, Parkland's senior vice-president of energy transition and corporate development. "Our charging stations are strategically located to deliver convenient, efficient service and a positive customer experience."

Branded ON the RUN to align with its convenience store brand, Parkland's EV chargers will be primarily located >>



Parkland is determined to be the supplier of choice for EV customers, similar to how it currently meets customer needs for those who fill up with fuel.

at its existing Chevron retail locations in Western Canada, as research shows British Columbia currently has the greatest penetration of EV adoption in the country. Most of these locations include a Triple O's restaurant, featuring their renowned burgers, shakes and fries, with in-store dining options, M&M food offerings, upgraded washrooms and free WIFI. In parallel with a leading physical experience, Parkland aims to offer its customers a seamless digital experience through its JOURNIE rewards app which will allow customers to locate chargers and manage their charging sessions.

Similar to gas stations, Parkland also offers EV customers access to vacuums, squeegee stations and trash cans at their charging stations as adjacent conveniences.

"We're trying to set the bar in creating a safe and great experience for EV customers," says Sanker, who, along with a few other company executives, participated in hands-on research, driving EVs through Canada, the United States and Europe. "We found that many charging stations offered a sub-par experience, with poorly located chargers in unlit areas of the parking lot with unreliable equipment and little to no amenities."

Simon Scott, director of communications at Parkland adds, "The EV sector is in an embryonic stage and we are in a position to learn, adapt and improve. With a customer-first mindset, we've conducted extensive first-hand research, surveys, focus groups and collected anecdotal feedback from customers. We are determined to remain one step ahead of emerging customer needs in creating the best charging experience in

the market."

Parkland aims to ensure operational reliability with trained onsite staff and 24-hour dispatch for any service requirements. Additionally, while some charging providers require two different mobile apps, one to charge and one for their loyalty program, Parkland's inclusive and free-to-join JOURNIE rewards app offers a single point of login for fuel savings, promotions and EV charging details, including proactive detection to confirm if chargers are available coupled with the ability to start, track and stop charging sessions remotely.

"We partnered with FreeWire Technologies, an ultra-fast charging provider with an excellent track record," says Sanker. "Each charging station in our network will have two to four ports enabling us to simultaneously serve multiple customers. We were very thoughtful in selecting FreeWire whose chargers have integrated batteries. This enables them to constantly trickle charge and draw far less power from the grid during peak demand periods compared to typical ultrafast chargers. This technology has an additional benefit, as they require fewer electrical

upgrades at each site and can therefore be installed more quickly and efficiently."

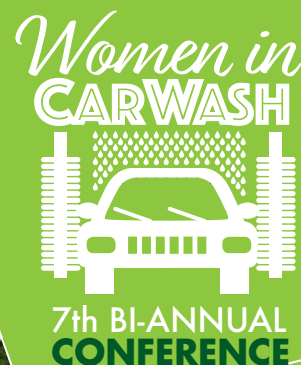
As demand increases, Parkland is watching the Quebec and Ontario markets closely. The company's ON the RUN ultrafast charging network is well on its way to being the electric charging destination of the future, with an exemplary standard of EV charging and customer experience. More than just a plug, Parkland offers extended hours of operation, one-stop shopping, with grab-and-go foodservice and in-store dining, combined with upgraded washrooms, and fast transactions for anxiety-free EV travelling.

Subsequent to this interview, and effective January 1, 2023, Donna Sanker has been named president of Parkland's USA operating segment. 🇺🇸

*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).*







# 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.

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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.





By Angela Altass

# Making Smoothies Healthy Again





**Food tech company smoodi**, based in Boston, Massachusetts, is on a mission to make smoothies healthy again and sees convenience stores as the perfect location to offer natural, vegan, no sugar added smoothies.

"The term smoothie has been misconstrued in the convenience store space over the years to a sugary drink with a fruit component to it," commented Pascal Kriesche, co-founder and CEO of smoodi. "At smoodi, we are setting out to change that. Our research suggests that consumers are demanding smoothies that not only taste great but provide nutritional benefits as well."

Launched out of Harvard's Innovation

Lab, smoodi's automated, self-serve blender can be found in convenience stores throughout the United States and will soon be expanding into Canada. The company recently announced a partnership with Dot Foods, the largest food industry redistribution company in North America,

"Dot Foods will help us expand into Canada," says Kriesche. "So far, we have been focused on the U.S. market given our existing distribution partnerships. However, since Dot Foods has a distribution infrastructure in Canada, our partnership will allow us to ramp up operations in any region in Canada."

Along with its proprietary platform

that blends and cleans by itself, smoodi offers prepared flavours using fresh, real fruit that has been frozen at peak ripeness.

"We like to think that we're recalibrating what the term smoothie means in the marketplace in terms of nutritional value," Says Kriesche. "Our products are made with real fruit. The entire experience is completely transparent as consumers can see the smoothie made right in front of them so they know exactly what they're consuming. We're able to provide a delicious product while offering amazing health benefits."

The technology allows any retailer to incorporate smoodi as there is no labour required and zero food waste associated with the program, says Kriesche.

"Convenience stores are the perfect place for smoodi because historically they're places where healthy and delicious food could not be found," states Kriesche. "We have a tremendous opportunity to redefine what smoothie means in this space and help consumers to make healthy choices."


Kriesche believes in a world where you don't have to choose between convenience and well-being.

"At smoodi, we like to think that we're empowering healthy habits by creating a nutritious and great tasting product that can easily be accessible by anyone," says Kriesche. "We've designed our program with convenience store owners in mind and we couldn't be more excited to expand into Canada. Our partnership with Dot Foods allows extreme flexibility in terms of minimum order quantities and lead times."

Labour is a huge challenge for convenience stores and smoodi allows operators to seamlessly offer an entire smoothie program with no extra labour requirements, notes Kriesche.

"Our machine is completely automatic," says Kriesche. "The setup only requires 40 inches of counter length so that even the smallest convenience stores can have a smoodi program."

This is a huge opportunity to bring a new, more health-conscious demographic into c-stores, says Kriesche, noting that smoodi allows convenience stores to satisfy consumer demand for fresh and healthy options.

"If you're a store that is interested in offering a healthy smoothie program or a distributor looking to carry a novel, fresh and healthy program, we would love to talk with you," states Kriesche. Further information is available at [www.getsmoodi.com](http://www.getsmoodi.com). 



**Pascal Kriesche**, co-founder and CEO of smoodi.

## What's New



### **Irving Oil, the Arthur L. Irving Family Foundation and Arthur, Sandra and Sarah Irving Donate \$6 Million to new IWK Health Emergency Department**

Halifax, NS – The IWK Foundation is celebrating a transformational gift towards the redevelopment of the IWK emergency department. Irving Oil, together with the Arthur L. Irving Family Foundation and Arthur, Sandra and Sarah Irving, are generously donating \$6 million to ensure world-class emergency care for patients and families throughout the Maritimes and beyond.

This gift will enhance excellence in the quality of emergency care and improve the patient-family experience through space design and innovation. This generous support will also be a catalyst for the delivery of better health, wellbeing and improved experience for patients, service users and staff alike.

"The IWK holds a special place in the hearts of all of us in Atlantic Canada as a compassionate, caring centre that provides hope to families when they need it most," says Sandra Irving, Irving Oil executive vice president and chief brand officer. "We

continue to be inspired by the important work of the dedicated team at the IWK and together, we look forward to creating brighter futures for patients and families."

"At Irving Oil, we believe in the importance of making a difference in the places we serve, and every day, our team works hard to give back to our communities," says Ian Whitcomb, Irving Oil president. "We are pleased to contribute to the IWK emergency department campaign and the efforts to enhance the quality of care for Atlantic Canadians."

"We are very thankful for the IWK and the important help it provides to so many," says Irving. "This year, we're proud to celebrate over 20 years of partnership with the IWK and our Fuel the Care program, providing fuel gift cards to more than 80,000 families travelling with a child requiring medical care. We're really happy today to continue to build on this special partnership."

As the only accredited level one trauma centre east of Quebec, the IWK emergency department has provided services for children, youth and families throughout the Maritimes for almost 40 years and has outgrown its current space and infrastructure to continue to provide excellence in specialized pediatric emergency care.

"When completed, the world-class care provided by our emergency department team will be complemented and enhanced within a state-of-the-art department with the best medical technologies available. This amazing gift from Irving Oil, the Arthur Irving Family Foundation and Arthur, Sandra and Sarah Irving will make much of this possible," says Dr. Krista Jangaard, president and CEO, IWK Health. "Our vision is a therapeutic experience informed by evidence in a world-class tertiary care emergency department that is co-created by patients and families."

The team at the IWK, with input and consultation from the families and communities they serve, has considered every step of the patient's journey including reduced wait times, advancements in technology and efficiencies in care, enhanced privacy, confidentiality, infection prevention and control and even lighting, colour, sound. Creating a calmer, more comfortable environment that can inspire hope and distract from fear and pain in a child's frightened moments is the goal of this redeveloped emergency department.

"Thank you to Irving Oil, the Arthur Irving Family Foundation and Arthur, Sandra and Sarah Irving for believing in the IWK and for believing in the health of Maritime children and families. We are humbled by your support," says Jennifer Gillivan, president and CEO, IWK Foundation. "It is our hope that this gift inspires other philanthropic leaders to join us and donate. Together, with the help of our community, we can help generations of children and youth, both now and for years to come."

Irving Oil is a long-time supporter of the IWK through the Fuel the Care program that recently celebrated 20 years of providing fuel cards to families who travel long distances to the IWK. The IWK is so proud to be Irving Oil's founding partner of this vital program which offers some financial relief and helps families focus on their children's health, not travel costs.

The IWK Foundation is privileged to work in partnership with IWK Health and the Province of Nova Scotia on this essential redevelopment. The IWK Foundation's goal is to raise \$26.5 million to support the purchase of specialized equipment as well as specific facility upgrades, enhancements and research.



### **Irving Oil Unveils First Company-Branded Electric Vehicle Fast Chargers**

Providence (RI) – Irving Oil has introduced its first Irving-branded electric vehicle (EV) chargers – demonstrating the company's commitment to continue expanding its EV network under the Irving brand.

The two Irving-branded ChargePoint CPE 250 chargers are located at a new Irving Oil / Rusty Lantern Market retail location in Providence, Rhode Island. They are the first of several new Irving-branded chargers to open in New England.

Each level 3, or direct-current fast charger (DCFC) is 62.5kW, with the ability to be paired together to charge up to 125kW. Customers can pay using the ChargePoint app or by using a ChargePoint card.

"We've been proud to provide the energy our customers need for nearly 100 years, and as those needs evolve, our commitment to our customers remains strong. As we expand our EV offerings, these new Irving-branded chargers symbolize the continued evolution of our business as our customers transition to zero-emissions vehicles," said Irving Oil Executive Vice President and Chief Brand Officer, Sarah Irving.

Irving Oil is a leading EV-charging host at fuelling stations in Atlantic Canada, with a growing number of chargers hosted across its retail network in New England and Quebec.

Through partnerships with Tesla, NB Power, Newfoundland Hydro and others, the Irving retail network now hosts more than 70 EV chargers in Atlantic Canada and 54 in New England. More information on the company's EV network can be viewed at [www.irvingoil.com/evcharging](http://www.irvingoil.com/evcharging).

The commissioning of these new and first-of-their-kind Irving-branded chargers in New England, which opened with support from Rhode Island Energy and the Rhode Island Office of Energy Resources, demonstrates an exciting step in the company's continued commitment to developing sustainable solutions now and in the future.

Learn more about how Irving Oil is working to develop a more sustainable energy future by exploring the 2021 Report on Sustainability.



### Sunshine Gasoline Releases Ground-Breaking Fuel Pay App

Florida convenience retailer releases loyalty app featuring ACH-only C-StorePay, saving thousands in payment processing fees for the retailer.

FAIRFAX, VA – Sunshine Gasoline upgraded its Max Carwash App to Sunshine Brand featuring a special fuel pay program, powered by C-StorePay by Liquid Barcodes which allows consumers to conveniently pay for fuel using the app. Customers simply drive in, swipe, choose the fuel pump number, link their bank account which activates the pump, and fuel up and go. Sunshine has opted to accept only ACH transactions on the app using the Liquid Barcodes proprietary program C-StorePay to quickly authenticate bank account information in just five simple steps that take less than a minute to complete and authenticate. Other apps in the convenience and fuel retailing industry require upwards of 13 steps, collecting many points of personal data, and a two-day waiting period for bank authorization. Also, customers are prompted to buy carwash subscription plans or single wash vouchers via the app in the same transaction, thus saving both time and

money and deriving more from their visit to the location.

"At Sunshine Gasoline, we strive to give our fuel and convenience customers a fast, easy and enjoyable experience whenever they visit our stores. We strive to be more than just a fuel provider to our customers, we sell time and convenience and by offering the opportunity to quickly fuel up, pay and be on their way, we will be rewarding them with extra minutes in their day and savings in their wallets with the discounts they receive," says Eddy Alvarez, senior operations manager at Sunshine Gasoline Inc. He continues, "we want them to feel valued and know that their data security is of utmost importance which is why we partnered with Liquid Barcodes to develop this app. We only accept ACH payment and not credit cards to allow us to pass on the savings from credit card fees directly to the customer on every gallon. This app is a game-changer for our organization,"

Sunshine Gasoline Distributors, based in southern Florida and established in 1987, supplies fuel to 536 gas stations and operates nearly 400 of those sites, earning the 20th place on CSP's Top 202 Convenience Store Chains in 2022. Stations operate under one of five leading fuel retail brands: Chevron, Shell, Exxon, Mobil or Marathon. Liquid

Barcodes, a global industry leader in app-based loyalty and subscription programs, announced the launch of C-StorePay in October 2022, an innovative product that makes paying for fuel, in-store merchandise, and subscription programs easy and frictionless for customers while lowering credit card fees for retailers.

"We are proud to partner with Sunshine Gasoline to introduce this revolutionary technology to the convenience retailing community," says Saurabh Swarup, general manager - North America for Liquid Barcodes. "There is no other app-based solution like this in the industry that will literally save retailers thousands of dollars in credit card processing fees at each store by using ACH. For larger operators, they will realize hundreds of thousands to millions of dollars in savings each year by accepting ACH through the app."

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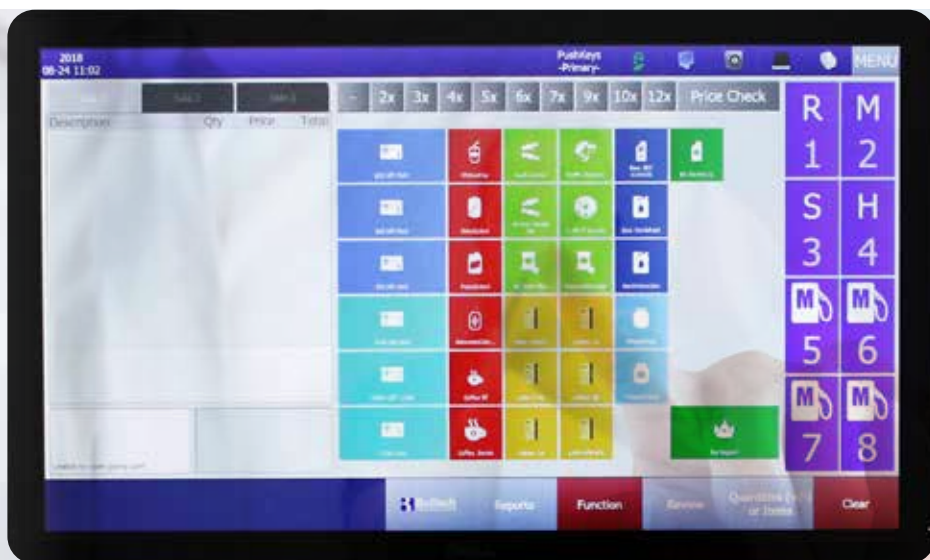


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