

Convenience & Carwash

CANADA

MARCH/APRIL 2023

Hot Beverages:
Brewing Success
PAGE 07

Mental Health:
Employee Well-Being
PAGE 11

Front Counter:
Encouraging Impulse Sales
PAGE 28

Forecourt Insight:
Secondary Containment System
PAGE 39

Propane:
Growing Demand
PAGE 36

Washrooms:
Cleanliness
PAGE 14

Retail Crime Awareness Campaign

PAGE 21



PROTECTING THE ENVIRONMENT

CANADA'S

VEHICLE WASHING CHEMICAL & EQUIPMENT SUPPLIER



INDUSTRY LEADING

- Touchless products
- Packaging
- Car Wash Equipment
- Chemical Monitoring
- Service

TAP & WASH



Cover Story	Petroleum and Carwash	Industry News	Instore and Nutrition
 <h1 data-bbox="131 650 307 799">21</h1>	 <h1 data-bbox="479 650 686 799">36</h1>	 <h1 data-bbox="785 650 923 799">11</h1>	 <h1 data-bbox="1132 650 1339 799">07</h1>
<p>Organized Retail Crime Awareness Campaign</p> <p>04 Publisher's Message Happy Spring</p> <p>05 Editor's Message Future of Commerce</p>	<p>Propane Growing Demand</p> <p>39 Forecourt Insight Secondary Containment System</p> <p>42 Carwash Equipment</p>	<p>Mental Health Employee Well-Being</p> <p>18 Convenience for Celebrities Barney Bentall</p> <p>25 Dollars & Sense Making Sense of the Madness</p> <p>30 2023 – Expectations for the Year Ahead</p>	<p>Hot Beverages Brewing Success</p> <p>14 Washrooms Caring About Cleanliness</p> <p>28 Front Counter Encouraging Impulse Sales</p> <p>33 Fireworks Business is Booming</p> <p>44 What's New</p>
<p>Upcoming Events</p> <p>April 24–May 5, 2023 Distribution Regitan Buying Show www.regitan.com</p> <p>May 16–17, 2023 Atlantic Convenience Expo Halifax Convention Centre www.theaceshow.ca</p>	<p>June 4–6, 2023 8th Women in Carwash™ conference The Benson Hotel Portland, OR www.womenincarwash.com</p>	<p>September 26–28, 2023 CICC Hotel Omni Mont-Royal 2023 Summit–Save the Dates–CICC convenienceindustry.ca</p>	 <p>Women in CARWASH</p> <p>JUNE 4–6, 2023 8th Women in Carwash™ Conference Portland, OR www.womenincarwash.com</p>

Happy Spring



As we move into the warmer days I invite you to grab a cup of your favorite beverage and sit down to read this edition of *Convenience & Carwash Canada* magazine.

Our cover story shines light on the ever-increasing crime at the convenience store level in our country. So many are struggling to make ends meet and, sadly, some are turning to crime. Sean Sportun speaks to us about retail crime and the cost to all of us.

With spring upon us, it's time to review items within your sites, such as your bathrooms. What's the first impression you have when you enter your bathroom. Is it somewhere that you would be comfortable using? If it's not, then you should be re-evaluating how your employees clean it, stock it and more. Bathrooms really do matter. Ask your customers if they've used the one at your site, and if they have, what do they think? Do you have a comments box at your site?

It's spring and there are sure signs of better weather ahead. Stocking up on fireworks for the upcoming holidays is a great item that can generate more traffic to your store, and with more traffic, more sales.

Customers coming in for fireworks might be in need of snacks and a hot beverage, what are you doing to boost sales for upcoming outdoor weather and holidays? Read on for this season's helpful hints and tips to increase your sales.

Your store is your business and if the front counter is cluttered with last year's hot items, your bathrooms are not sparkling clean, and your hot beverages aren't hot, then we have the perfect edition for you.

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 or call me at 204-489-4215.

Brenda Jane Johnstone
Publisher

Want to expand your market into Canada?

www.convenienceandcarwash.com



ADVERTISE TODAY with Convenience & Carwash Canada.

Reach owners and operators of convenience stores, retail petroleum and car washes six times a year



Melanie Fogg at 204-470-8112 or
email: mfogg@convenienceandcarwash.com



Convenience & Carwash CANADA



Future of Commerce

Technology company Square recently shared consumer retail and restaurant insights in their 2023 Future of Commerce report, which was released in partnership with Wakefield Research.

In the report, it is noted that retailers and restaurants are expanding into products and services outside of their core offerings. For restaurants, this could mean offering meal kits, packaged food items, or cooking classes. For retailers, this could include switching up product lines to attract younger customers.

This could translate into enhanced competition for c-stores. What does the future look like for your store? Are you incorporating changes to bring in the Gen Z generation or are you thinking of selling meal kits and other new items? Convenience stores are well advised to ensure that they are keeping up-to-date with post-pandemic consumer expectations.

Lisa Fong, head of product, restaurants for Square, notes that the pandemic forced restaurants to start thinking outside the box and look for ways to make up for lost profits. "They have found demand from customers who want to take more than just leftovers home," she says. "They're looking at other types of retail items they can sell."

In the past year, three in five customers have purchased retail items at a local restaurant, according to the report. Consumers are becoming more comfortable and even prefer any experience that makes their buying process easier, notes Ara Kharazian, data and research lead with Square.

The Gen Z demographic is entering the workforce and spending money with a brand-new outlook and perspective.

"Gen Z is a hot topic," says Roshan Jhunja, head of retail with Square. "They grew up with technology. To them, websites and social media are part of the fabric of life. They grew up in a lot of challenging economic cycles and social unrest, with a lot of attention on the economy, as well as on sustainability and the climate."

In-store selling is seeing a swift post-pandemic resurgence, notes the report.

"After surviving the past two years, businesses are playing the long game and taking a much more bullish approach to expansion and innovation," says Jhunja. "As retailers and restaurants look ahead to the next year, they're open to offering more products, services and conveniences, which will no doubt benefit consumers and businesses alike well beyond 2023."

With this information in mind, convenience store owners will be wise to also look at their offerings to see if there are areas where expansion can occur or whether changes can be made to draw in Gen Z consumers to meet rising competition as everyone vies for consumer attention and dollars.

Angela Altass
Managing Editor

PUBLISHER

Brenda Jane Johnstone
bjjohnstone@convenienceandcarwash.com

SALES

Brenda Jane Johnstone
204-489-4215
bjjohnstone@convenienceandcarwash.com

Melanie Fogg, Account Manager
204-470-8112
mfogg@convenienceandcarwash.com

MANAGING EDITOR

Angela Altass
editor@convenienceandcarwash.com

DIGITAL/SOCIAL MEDIA

Cody Johnstone
codyj@convenienceandcarwash.com

DESIGN AND PRODUCTION

Doug Coates, Edge Advertising

CONTRIBUTING WRITERS

Angela Altass
Meline Beach
Ed Kammerer
Matt Bialek
Bob Christmas
Tammy Hirsch
Sean Sportun

CIRCULATION

James Gordon
subscriptions@convenienceandcarwash.com

WEBSITE

www.convenienceandcarwash.com
www.womenincarwash.com

PUBLICATION MAIL AGREEMENT

No: 41670539
Return Undeliverable
Canadian addresses to:
Circulation Department

Funded by the
Government of
Canada

Canada



AWARDS





THE INDUSTRY LEADING RESOURCE IN DISPENSED BEVERAGE INNOVATION

With challenging headwinds such as inflation, rising labor costs and supply chain hurdles, C-Stores must implement upgraded solutions for higher profitability. With limited resources and time, consumers are now more selective of their in-store purchases. They are not only looking for high-quality and convenience, but they are also more spending conscious. What if there was a way to upgrade and build excitement around your beverage program while meeting consumer expectations?

By providing a full-scale, top-quality coffee program, you are providing consistent, reliable hot and cold coffee options all day long!

SEB PROFESSIONAL

WMF schaeerer *Curtis*



wmf-coffeemachines.com • schaererusa.com • wilburcurtis.com



Brewing Success: The Growing Importance of Hot Beverages in Convenience Stores

By Meline Beach

The hot beverage category in convenience stores is a significant revenue driver for many retailers. This category includes coffee, tea, hot chocolate, and other hot specialty drinks, such as lattes and cappuccinos – the most popular in the world being coffee, consumed by millions of people every day.

Gateway Gas Bar in Manitoba serves two different kinds of Orient Express coffee, medium House blend and medium Columbian. Their in-store coffee counter features a BUNN hot beverage machine, owned and serviced by Van Houtte, which serves coffee, hot chocolate, and French Vanilla and hazelnut specialty beverages.

“We always have two pots of coffee ready to be dispensed,” says Denise von Schon, general manager of Gateway Gas Bar, who believes that a flattering-looking coffee counter with a small variety of condiments is what draws customers to the store for their next cup. “Real cream is important, as are flavour options like flavoured creams and flavour shots.”

Von Schon also recommends having small baked goods like muffins and pastries at the counter for customers to grab with their coffee.

In a recent webinar on Consumer Trends and Behaviours, hosted by the Coffee Association of Canada, Margot Swindall, director of business development for Technomic, stated that out-of-home coffee consumption is better now than pre-pandemic times as younger consumers gravitate to c-stores for coffee.

Gen Z consumers, who leverage social media for entertainment and information, have learned about the coffee culture on TikTok, and are comfortable with self-serve coffee service at local convenience stores.

Social media and marketing play an important role in the growth of the hot beverage category. Many c-stores offer loyalty programs and other incentives, promoted through Facebook and Instagram, to attract customers. For example, some stores offer free coffee with the purchase of a certain number of drinks. Others offer discounts on hot beverages during certain times of the day. Marketing helps build customer loyalty and contributes to the growth of the category.

Tea is also a popular hot beverage. Many c-store retailers have recognized the opportunity to attract tea drinkers by >>



To the left are four Franke A800 Fresh Brew bean to cup systems for hot or iced coffee, every cup made from fresh ground beans, brewed on demand. To the right, Franke A600 FoamMaster Espresso system with fresh milk and full specialty coffee menu for espresso, Americano, and fresh milk Latte, Cappuccino, and Mocha, hot or iced. The machine to the far right is an ice machine, essential for today's market. This layout provides multiple service points to meet peak demand periods. The ratio of four coffee units to one espresso based specialty unit reflects average consumer choice in Canada. In urban markets and university/college regions, wherever the demographic patterns are younger, a second espresso unit is needed to meet the higher demand for espresso based drinks.

offering a variety of tea blends and flavours, including herbal teas, green teas, and black teas. This has helped to attract a wider range of customers and has contributed to the growth of the hot beverage category.

An increase in focus on health and wellness is another important factor that is driving the growth of the hot beverage category. Swindall adds that a third of consumers want innovation centred around flavours, health benefits, seasonality, and customization. This includes alternative dairy condiments, sweeteners, and ingredients to boost overall health and wellness, like added protein.

In terms of trends, functional beverages that relieve stress, support digestion, and boost the immune system are on the horizon.

Hot beverage equipment manufacturers are key drivers of innovation in the category. Quality equipment can have a positive impact on sales. The key is to offer a consistently high standard to attract and build loyalty with hot beverage enthusiasts. In order to determine the appropriate setup for your self-serve coffee station, start with a machine that is set for full-quality coffee extraction, and measure the time from the press of the selection button to the time the machine recovers to make the next drink. The established drink pour time will help determine the number

of machines needed to serve customers in an efficient manner.

To learn more about quality equipment in the hot beverage category, *Convenience and Carwash Canada* spoke with Harold Ooft, head of sales and service, Canada at Group SEB; Greg Alford, country manager, sales at Franke Coffee Systems; and Jay Beckett, marketing graphic designer at Bunn-O-Matic Corporation of Canada.

What hot beverage equipment do you offer the convenience, carwash and retail petroleum industry? Which brand/model is best suited for this channel?

SEB – Our three esteemed brands Wilbur Curtis, Schaerer and WMF, is an industry leader in customer coffee within the convenience and retail industry, particularly the Schaerer Coffee Art C in the Bean to Cup evolution for convenience coffee.

Franke – We have machines for two distinct solutions that are dedicated to convenience stores: Franke A800 Fresh Brew bean-to-cup hot coffee and iced coffee and Franke A1000 and A600 FoamMaster for espresso-based drinks, including barista quality latte, cappuccino, and mocha, hot or iced, made with fresh milk.

Bunn – Bunn coffee systems have been among the most commonly found coffee systems in

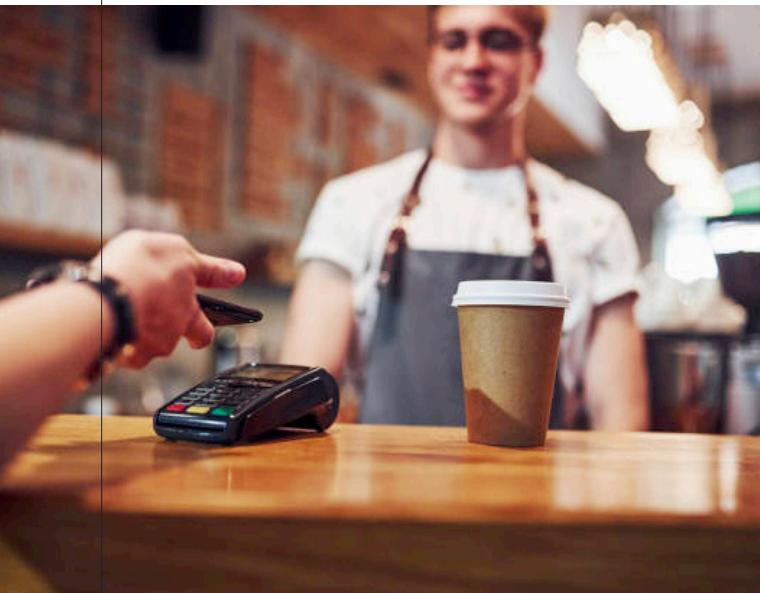


convenience stores in Canada for decades. The model best suited for this market is the Bunn Sure Immersion 312.

What are the features and benefits of this particular system for the convenience channel?

SEB – Our Coffee Art C has our customers covered with not only hot coffee but also an iced option as well. Just grab a cup of ice and let the Coffee Art C dispense your delicious next cup of iced coffee. For retailers, it allows them to expand brand recognition.

Franke – Every cup is ground fresh and brewed on demand in a self-service format, elevating coffee quality and eliminating coffee waste. Compared to traditional coffee brewers in a typical convenience store, the savings in coffee waste and coffee production labour pay for the systems in the first year. Franke CleanMaster is a fully automated clean-in-place system that delivers fast and easy cleaning, completely automated with just minutes of employee involvement.



Bunn – Sure Immersion combines a wide selection of appealing bean-to-cup drinks with a vibrant touchscreen experience. Customers can enjoy navigating to their favourite drink selection on the large touch screen, while also viewing uploaded promotional graphics and videos.

What kind of maintenance is required? What kind of customer support is available?

SEB – Cleaning is extremely simple with the Coffee Art C. A daily tablet and a push of a button keeps your machine clean and well-maintained for your next day's business. Additionally, we only see approximately 0.65 service calls annually with this machine as it performs with the highest >>



IT'S ALL ABOUT THE MOMENT

when a coffee to go becomes an experience that stays.

At Franke, we're not just in the business of selling coffee machines. We're in the business of creating memorable coffee moments for your customers.

The award-winning A400 Fresh Brew is our latest innovation in hot coffee. This fully automatic bean-to-cup coffee machine grinds whole beans fresh for each cup delivering on consumer demand for quality with a simple touch. Creating fresh taste with less waste has never been easier.

A400 Fresh Brew



us.coffee.franke.com

quality and durability day after day.

Franke – Daily maintenance, which is just automated cleaning, requires six minutes of employee involvement. In addition to Franke machine and supplies sales in Canada, preventative maintenance programs and all-inclusive service programs are supplied by Franke Master Distribution partners: DSL (BC to MB), TFI ON + Atlantic) and Bazinet (QC) and their 150+ service team of direct employees.

Bunn – Picture Prompted Cleaning displays high-resolution images on the 10-inch full-colour touchscreen to guide operators through each step of daily cleaning and weekly maintenance routines. Support can be found through Bunn's industry-leading customer service team.

How do you help c-stores grow their business with this equipment?

SEB – This is just a snapshot of the full suite of solutions SEB Professional offers to our customers. Our purpose is to provide the highest quality products that will minimize waste and maximize efficiencies that contribute to a store's profitability. We focus on the growth of a store's coffee program so the retailer can focus on growing their bottom line.

Franke – Franke coffee systems have a market-proven, digital user interface that can be customized to present customer logos and marketing assets that enhance your messaging to each customer. With labour savings and waste elimination, the capital investment pays back in the first year and then delivers 30 per cent to 40 per cent increased profit in the following two to five years. To support a store's peak arrival rates, we often see coffee stations with one espresso machine combined with two to four coffee machines to ensure they can serve their customers without creating line-ups.

Bunn – The 312 uses a single grinder for three different bean hoppers, and two internal powder hoppers enable café style beverages in addition to hot and iced coffee. The 17-inch touchscreen offers a larger display for user-uploaded promotional graphics and videos. A wide array of offerings and incredible ease-of-use make the 312 a top choice for c-stores seeking to grow their business and remain profitable. [9]

Meline Beach is a Toronto-based communications practitioner and frequent contributor to Convenience and 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.

FAST CUP®

DRIP-STYLE COFFEE, HOT OR ICED,
BREWED BY THE CUP.

PRACTICALLY NO COFFEE WASTE
AND EASES LABOR DEMAND.

OPTIONAL VIRTUAL TOUCH,
A TOUCHLESS
BEVERAGE SELECTION &
DISPENSING SOLUTION



RETAILER CHOICE



WINNER 2021

SEE IT IN ACTION AT THE
2023 RESTAURANTS CANADA SHOW
BOOTH#1627



www.bunn.com/fast-cup



Taking an active role in employee mental health

By Bob Christmas

Mental health challenges touch almost every Canadian. We all have a loved one or colleague dealing with mental health issues. One or more of your work colleagues, or employees are likely suffering, often in silence. Research finds over 20 per cent of workers have mental health challenges. Over 500,000 Canadians cannot work because of mental health issues.

Employers can only gain by helping to look after the mental health of their workforce. Improving employee mental health can reduce sick-time usage and increase productivity. Employers should consider what causes stress, support employee resilience, and have inclusive plans. We need to reduce ongoing stress, as well as crisis moments and trauma that can occur in any workplace.

What plans do you have in place for employee well-being if your workplace was to burn down or get robbed? How are you

identifying causes of stress and employees' response to it? We need to consider not only what occurs in the workplace but also the silent baggage that many carry to work. All these factors can affect the employee in the workplace. We now understand that in the past, we did far too little.

The signs and symptoms of stress and mental health issues are diverse. I will not even attempt to list them in this brief article. Money spent to assess and identify issues will have a high return on investment.

Some of the most obvious workplace stressors are also opportunities to improve. The first is showing we are aware and care. Promote mental health awareness. Assess resources and help employees understand and access them. Provide training for managers and front-line staff. Ask employees for input and show transparency in addressing their concerns. Sometimes we >>

can reduce stress and improve morale at no more cost. It could be as simple as adjusting shift schedules or showing flexibility.

Identifying issues can sometimes be more difficult than it sounds. Employers can educate themselves on the common causes of stress. Develop processes to identify when staff is having difficulties. It could be as simple as well-being checks.

ASK EMPLOYEES FOR INPUT AND SHOW TRANSPARENCY IN ADDRESSING THEIR CONCERNS. SOMETIMES WE CAN REDUCE STRESS AND IMPROVE MORALE AT NO MORE COST. IT COULD BE AS SIMPLE AS ADJUSTING SHIFT SCHEDULES OR SHOWING FLEXIBILITY.

Discuss decreased performance, increased complaints, or sick time usage. Sometimes there is a cause that we can fix.

Employees should know where they stand. Employers can improve this through open communication. Team meetings to highlight and raise awareness of processes and resources can help.

Management and employees should all be familiar with the process for post-traumatic events. They should know what to expect after a robbery or the death of a co-worker. It should not be only for drastic events.

I am reminded of a police psychologist who once said to me: Everyone experiences post-traumatic stress. Only some develop into full-blown disorders.

Employees also have a role to play in their own well-being. Management should remind them of the importance of relationships. Encourage them to practice mindfulness. Support and encourage physical health and resilient emotional well-being. Bringing in a yoga instructor or meditation leader for a lunch break can go a long way. Consider installing workout equipment and offering time to use it. We can remind employees about positive lifestyles, and work-home balance.

Most of this resonates as common sense. The reality is it does not happen on its own. It takes a deliberate effort and sensitivity to people's well-being. 📧

Bob Christmas MPS, Ph.D. is a post-doctoral fellow with the Canadian Institute of Public Safety Research and Treatment. His current research focuses on mental health resources for emergency service personnel. Bob has served in law enforcement for over 35 years with a diverse policing career. Bob has published four books and many articles on justice-related issues. Learn more about Bob at BChristmas.com



THE 8TH WOMEN IN CARWASH™ CONFERENCE

THE BENSON HOTEL in Portland, Oregon

JUNE 4-6, 2023

The 8th **Women in Carwash**™ conference will be held in Portland, Oregon 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 June!

For more information and to register please contact:

Brenda Jane Johnstone

P: 1.204.489.4215 E: bjj@womenincarwash.com



MIPetro

Building Retail Petroleum Solutions

SALES | CONSTRUCTION | ELECTRICAL | SERVICE

www.mipetrogroup.com



CONTACT: JIM YELLE

Office
403.266.5558

Cell
403.589.3121

E-mail
jyelle@mipetro.com

MAPLE RIDGE, BC • LETHBRIDGE, AB • CALGARY, AB • STOUFFVILLE, ON



The most trusted resource for news and information about Canada's convenience, retail petroleum, and carwash industry.

Get social, join our community.



There's nothing that will show your customers that you care about them, your staff, and your store as much as a clean, well-maintained washroom.

Caring About Washroom Cleanliness

By Angela Altass

"Offering clean washrooms is a tangible way of showing we care for and respect our valued customers," says Sarah Peiser, manager of Irving Oil's Really Clean Washrooms program. "Working with our partners and dealers, we take pride in offering a really clean washroom experience, which is why we've been committed to our 30-minute spot checks for years. Our pride in washrooms is not new. Interestingly, we were one of the first gas retailers in Canada to install female washrooms many, many years ago."

Irving runs a Really Clean Washroom contest every year asking their customers to scan QR codes located at their locations to tell them their opinion of the washrooms for a chance to win \$10,000 towards a home bathroom renovation or a \$50 Irving gift card.

When asked if having clean, well-maintained washrooms is important, Peiser replies: "Yes, absolutely. We know

it is! We've asked our customers and the public for feedback on this subject across the geographies we serve in Canada and the U.S. and the numbers speak for themselves. Nearly 75 per cent of respondents reported that spotlessly clean washrooms are important to drivers on their decision to stop at a certain gas station. Respondents also shared that they perceive the cleanliness of washrooms to be an indication of the overall sanitation of the convenience store."

Irving Oil has received 15,000 pieces of feedback since launching the contest in 2021, with around 80 per cent of that feedback being complimentary, says Peiser.

"It's great to see that people are engaged in this contest and we appreciate every piece of feedback that we receive and the time it takes to send it in," says Peiser. "We especially appreciate hearing about our customers' concerns so





Cintas recently launched a new line of restroom dispensers: The Branch & Vine collection, including soap and lotion dispensers, air fresheners, toilet tissue and paper towel dispensers, trash bins, and theft-deterrent bottles.

that we can address them immediately. We know that really clean washrooms are important to our customers and that clean washrooms have a significant impact on where the public decides to stop and fill up while on the road.”

Cintas runs a Canada’s Best Restroom contest each year that gives \$2,500 in Cintas products and services to the winner. In 2022, Majesty and Friends in Edmonton, Alberta won the contest.

Nominees for the contest were judged on five criteria: Cleanliness, visual appeal, innovation, functionality, and unique design elements. Online voting was open to the public from June 6 to July 8.

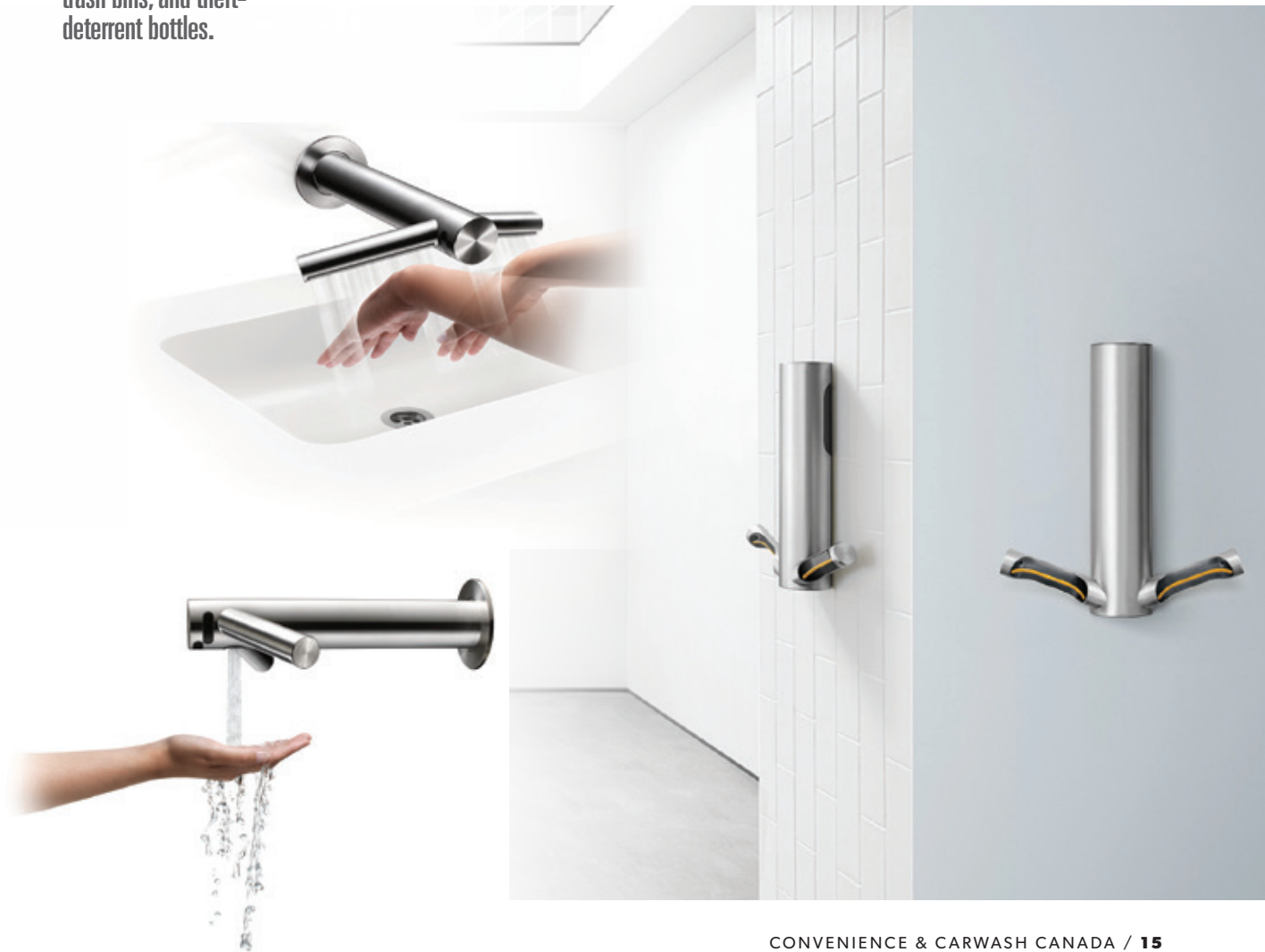
“We’re so honoured to win the coveted title of Canada’s Best Restroom,” says Julie Morrison, owner, Majesty and

Friends. “Our restroom is absolutely amazing and a must see.”

Niton Junction Petro-Canada was a finalist in the contest and has charming washrooms featuring touchless amenities, crystal lights to provide an elegant ambiance, and fully enclosed stalls, each decorated with a different wall tile, says Candice Raynsford, marketing manager, Cintas Canada.

Cintas recently launched a new line of restroom dispensers: The Branch & Vine collection, including soap and lotion dispensers, air fresheners, toilet tissue and paper towel dispensers, trash bins, and theft-deterrent bottles.

“Branch & Vine is a great option for convenience store washrooms that do not have a lot of counter or wall space for large commercial dispensers,” says >>





A global hand hygiene survey conducted by Dyson in the summer of 2021 found that public washroom concerns remain high with respondents globally.

Raynsford. “They can also help elevate a patron’s washroom experience at a rest stop or gas station. Through the Canada’s Best Restroom contest, we have seen numerous gas stations that have renovated their facilities with luxurious details to create a warm and comfortable washroom for their guests.”

With the heightened awareness of the importance of proper hygiene and technology used in washrooms, Cintas anticipates seeing more businesses re-vamping their facilities and an increase in nominations for the 2023 contest, says Raynsford.

“For customers, the state of a washroom presents an indication of how other areas of the establishment are maintained,” says Raynsford. “With heightened attention to facility cleanliness throughout the pandemic, providing a clean, well-maintained washroom is more important than ever in protecting a business’ reputation.”

Raynsford advises developing a restroom maintenance program that meets the specific needs of your business.

“Then, based on the program, implement a daily cleaning schedule to keep employees on track throughout the day,” says Raynsford. “It is important to always have inventory on hand to keep the washroom looking and smelling good while in use. Select cleaning chemicals designed specifically for washroom surfaces. Store owners may consider a

chemical dispensing system that provides properly diluted chemicals with the push of a button. Microfiber mops and wipes are great for removing soil, dust, germs, and spills.”

At various times throughout the day, especially during peak traffic periods, washrooms should be spot cleaned, says Raynsford.

“This is a five-minute process that includes sweeping, wiping down surfaces, and restocking products,” says Raynsford. “Once daily, during low traffic periods, perform a comprehensive cleaning routine. Attendants should close the washrooms to visitors and allow the chemicals the appropriate dwell time for thorough disinfection. It is a good idea to schedule a routine deep cleaning, which breaks down soil and removes build-up in areas that mops and brushes cannot reach. This can be done when the business is closed to avoid disruption of service or it can be outsourced and performed during business hours, which we are seeing more of as it instills confidence that the facility is kept clean.”

Business owners should consider upgrading washroom fixtures and dispensers to hands-free options, says Raynsford.

“These upgrades offer numerous benefits to the business and customers,” says Raynsford. “They are easy to use, help reduce the spread of germs, conserve



Majesty and Friends won the 2022 Canada's Best Restroom contest.

"In Dyson's global washroom study, respondents said their top five frustrations with public washrooms are: Lack of toilet paper, unclean toilets, no soap, empty paper towel dispensers, overflowing bins, and blocked toilets."

energy, and reduce water consumption, which saves the business money. Reducing as many touchpoints as possible is helpful in limiting the spread of bacteria and putting patrons' minds at ease."

The pandemic brought about a deeper understanding of the importance of hygiene and keeping hands and surfaces clean, says Salome Giao, lead claims and performance manager, Dyson. A global hand hygiene survey conducted by Dyson in the summer of 2021 found that public washroom concerns remain high with respondents globally. Sixty-five per cent of respondents said they were more concerned about visiting public washrooms than they were the previous year.

"People are aware of the cleanliness of commercial washrooms and have high expectations," says Giao. "In Dyson's global washroom study, respondents said their top five frustrations with public washrooms are: Lack of toilet paper, unclean toilets, no soap, empty paper towel dispensers, overflowing bins, and blocked toilets."

People might have high standards for cleaning and want touch-free options for things like soap and water dispensers as well as fully stocked washrooms with no empty paper dispensers, says Giao, noting that Dyson Airblade hand dryers are engineered for high traffic environments and are designed to reduce operating costs, reduce waste, and help reduce a washroom's carbon footprint.

"A trend that we have noticed is consumers' desires to be more sustainability focused in their own lives is now trickling into how they interact with companies," says Giao. "In our 2021 survey, 75 per cent of respondents expressed concern about the associated impact of single-use products, such as disposable cups and paper towels." **📌**

NRCC
Northeast Regional Carwash Convention

**Northeast Regional
Carwash Convention
October 2-4, 2023**



Barney

By Angela Altass

Barney Bentall: Touring, Recording, and Staying Grounded

Juno award winning pop/rock singer-songwriter Barney Bentall is a Canadian success story who often mixes his love for music with helping charities and a passion for venturing into the great outdoors.

Barney Bentall and the Legendary Hearts, a Canadian rock band based out of Vancouver, was well known in the 1980s and 1990s with such hit songs as Something to Live For, House of Love, and Come Back to Me. Bentall's first solo album, Gift Horse, was released in 2006.

"I'm always touring," Bentall stated during a telephone interview while he was on a ferry to Victoria, British Columbia where he would be performing with The Cariboo Express, a fundraising variety show project he started 15 years ago. "The Cariboo Express has managed to raise over \$4 million for primarily Western Canadian charities."

As well as getting part of the proceeds from ticket sales, companies will pay to sponsor songs during the show and that

money goes directly to the charities. Even the pandemic didn't stop the Cariboo Express.

"We had a virtual one for Classroom Champions in Calgary during the pandemic," said Bentall. "It's hard to stop because for some organizations, we are their biggest fundraiser. Over the next three nights we will raise about \$80,000 for the food bank and food banks are, sadly, in such demand these days. At a certain point, my son Dustin and the other people in the show, might take it over if I get to a point where I'm done. There's certainly no shortage of need out there."

However, The Cariboo Express is just one of many projects, performances and adventures that Bentall partakes in during the year. He recently released two new albums.

"I put out two albums over the course of the pandemic," said Bentall. "One was RanchWriters, an instrumental record with Geoffrey Kelly from Spirit of the West. Then, Cosmic Dreamer, which I

started working on right about the same time that everything changed in March 2020. I was taking a course in Vancouver for driving Zodiac boats and I started working on the songs there. I went into my friend Adrian Dolan's studio and he co-produced the record with me."

Making an album is a mysterious process, said Bentall.

"I'm a songwriter; that's the thing that I do," he said. "It seems like you get to a certain point or a certain song will come out and then you say okay now I'm ready to make a record. I wrote the song Cosmic Dreamer over two nights and went in to the studio the next night and that was it. I felt that it could be an umbrella where other songs I'd written could find a place to co-exist and it all happened from there."

It was unusual to record during COVID isolation protocols, said Bentall.

"I would go over to Adrian's studio and he and I were the only ones who were ever in one room at the same time," said Bentall. "We would do our parts and then



"It's hard to stop because for some organizations, we are their biggest fundraiser. Over the next three nights we will raise about \$80,000 for the food bank and food banks are, sadly, in such demand these days."

send it out to musician friends and ask them to add to it. Not being together in the same room trying to create magic, a thing that I've loved and which has been part of the process over the years was interesting. Far from ending up being disjointed in any way, the music seemed so cohesive to me."

Bentall sings the single You're Going to Make Me Lonesome When You Go with long-time friend Valentino Trapani. The video for the single was recorded on iPhones, with Bentall in British Columbia and Trapani in Italy.

"It's the best video deal I've ever done," stated Bentall. "In days gone by, we would spend \$60,000 on a video and for this, the total budget was \$1,500. My friend Craig Northey from the band the Odds, his son Cole edited it and he also directed the Cosmic Dreamer video."

In October 2020 Bentall started

recording RanchWriters at his ranch in British Columbia.

"There wasn't a vaccine yet at that time and we were all in one place," recalled Bentall. "We were re-tested for COVID before we came up to the ranch and then we were pretty isolated."

Touring and performing at live shows isn't quite the same as it was during the Legendary Hearts days but Bentall still enjoys the experience.

"It's not that there aren't any hard times on the road," he paused in reflection. "Sometimes I ask myself why I keep doing it but that happens with any job. There's a resiliency and more stamina that comes with youth and it was kind of wilder back then. It was pretty cool to experience that, especially when all of a sudden you had hit songs on the radio. In the early days, it was mainly clubs and now it's theatres, which are calmer and I'm glad about that. As long as it continues to be exciting and inspiring, I'll keep doing it. I find that if you keep yourself in good shape and look after yourself then you can still do this. My voice still feels strong."

When it comes to items that you might see Bentall purchasing when traveling, he laughs and says "well, I do have a softness for Cheezies." He also likes to bring a portable martini maker with him.

"Some people bring a coffee machine," he commented. "I don't do that but when the situation allows, you can actually make a decent martini on the road."

As well as farming at his ranch, Bentall enjoys visiting the Arctic and participates regularly in voyages of discovery with Adventure Canada.

"I was asked to come to Adventure

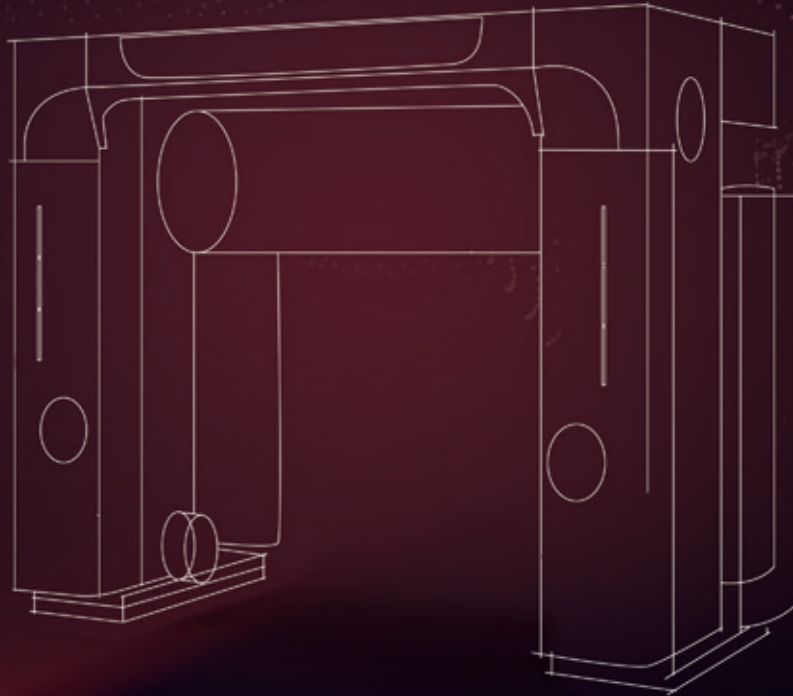
Canada as a musician on one of their trips about 14 years ago," he recalls. "I thought I'd just be doing a couple of shows but it was clear as soon as I got there that I was a staff member. I am a strong supporter of Adventure Canada. It fits my personality: look around and if there's something that needs to be done, do it. I love being in the Arctic so I had to make sure my skill set was varied enough that they'd have me back because there are a lot of musicians who would probably do it. I am a bear monitor, a Zodiac driver, a musician and an audio-visual person who sets up people's presentations. This September, I did the northwest passage with Adventure Canada. It's a remarkable journey."

Bentall said he loves the variety of his life and considers his work to be highly unusual. Next year he'll be travelling to Vietnam, Spain and Italy with Canada's Great Kitchen Party, another project he often participates in. He'll also do more Cariboo Express shows and some solo performances, He'll be looking for more Adventure Canada excursions to join and he'll be sure to book a few weeks to "get his hands in the earth" at his ranch.

"That's part of trying to be grounded," said Bentall. "You play sold out shows and walk out to hear that applause. It's a seductive thing and I think that over the course of a life I've learned how to put that into a place of reality and to understand what it actually is and not fall into a trap of your life not making sense if that isn't happening. I love playing music. I love family. I love farming. If I couldn't play music tomorrow for whatever reason, I could just peacefully farm." 🌱



NEW PRODUCTS ARE COMING SOON!



We will be revealing some exciting NEW PRODUCTS soon so be sure to keep an eye on our social media accounts and istobal.com for more information!



See it in person at:

**THE CAR WASH
SHOW**

MAY 8-10, 2023
LAS VEGAS, NV
Booth #1155

TECHNOLOGY &
eMOTION

Organized Retail Crime: Don't Pay for the Crimes of Others



By Sean Sportun

Retail theft has long been seen as a victimless crime; however, it costs retail businesses approximately \$5-billion a year, resulting in higher prices paid by consumers.

Shoplifting as most know it continues to evolve into a more lucrative criminal enterprise with organized groups of professional thieves stealing or fraudulently obtaining billions of dollars in retail merchandise to resell back into the marketplace.

This activity, known as organized retail crime, continues to be a growing concern for retailers across Canada, across North America and has even become a transnational issue.

In addition to defrauding retailers, threatening employees, and increasing costs to the consumer – many of these organized retail crime networks use their ill-gotten gains to fund other criminal activities like human trafficking, drug trafficking, and gun and gang activity.

What's more concerning is the potential public health and safety concerns involved – for example, some products commonly stolen for resale include infant formula, over-the-counter medications and other health and beauty products; which may be expired, repackaged, or improperly stored or handled before reaching the consumer.

Recognizing the critical importance partnerships hold in the prevention of crime and the positive impact such collaborative

actions can have on protecting the vital interests of a community, Toronto Crime Stoppers has partnered with GardaWorld, the Retail Council of Canada, and the creative team at The Community Agency to develop a proactive campaign to bring awareness to the issue of organized retail crime.

The focus of the initiative is straightforward – create awareness in the community on the growing issue of retail theft, let the offenders know the retail industry is taking action and lastly, provide citizens with a conduit to relay anonymous information of those involved in this crime to the police by calling Crime Stoppers. This includes those who knowingly purchase these stolen items.

The awareness campaign will comprise of a selection of out of home advertisements, social media ads and radio public service announcements.

Understanding this crime is not isolated to just the city of Toronto, Toronto Crime Stoppers strategically designed the campaign in a manner to be used generically by Crime Stoppers programs and police services across Canada if they are interested.

This collaborative approach is aligned with the 2023 Crime Stoppers Month theme of “Stand Up-Stand Together.”

At the official media launch of the campaign, Toronto Police Chief Myron Demkiw, emphasized the value of anonymous tips >>

that “help our investigators make arrests.”

“The Toronto Police Service is committed to supporting Toronto Crime Stoppers, and we will continue efforts to improve community safety by raising awareness about organized retail crime, and importantly, the ways to report criminal activity anonymously through Crime Stoppers. Community safety is a shared responsibility,” said Demkiw.

By working together with aggressive campaigns like this, Toronto Crime Stoppers and the retail industry will continue to make a difference in the prevention of crime at their locations.

Community safety is a shared responsibility. We must all work together with a collaborative goal to make a difference in the prevention of crime while enhancing the overall safety of our community.

Toronto Crime Stoppers is committed in our efforts to mobilize the community to see it, say it, stop it, for a safer Toronto.

Doing the right thing, truly, is its own reward.

Remember, you remain anonymous – criminals don’t. 📞

With nearly three decades in the corporate security Industry, Sean Sportun is a true security aficionado and has been recognized globally for his industry achievements. Sean is currently the vice president, national accounts & community engagement for GardaWorld Canada; prior to that he spent 15years leading Circle K’s central Canada loss prevention department.

A graduate of the Seneca College Law Enforcement Program with Honours, Sean also holds two separate certificates on leadership and management from Queens University. He has attained certifications as a Crime Prevention Through Crime Prevention (CPTED) Level II practitioner, situation awareness specialist advanced practitioner and achieved the designation of international crime prevention specialist. Sean is also a current associate member of the Canadian Association of Chiefs of Police.

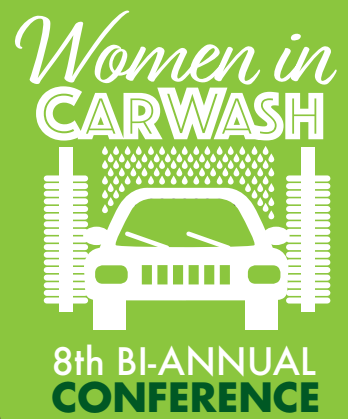
As a direct result of Sean’s involvement and dedication to community safety he has received several prestigious accolades; most notably the key to the city of Baton

Rouge for his hurricane Katrina relief efforts in 2005, his selection as the 2013 Canadian Security Magazine’s security director of the year and the 2016 Mission 500 humanitarian award (the first Canadian to achieve this honor). In 2019, Sean was selected by Security Magazine as one of the most influential people in security and also received the 2019 community leader award from Canadian Security Magazine. In 2021, he was a nominee for the Ontario Premier’s Award. Recently, Sean was once again recognized on the international stage, being ranked number one globally by IFSEC Global “top influencers” for the commercial security end users’ category; awarded the sovereign’s medal for volunteers by the Governor General of Canada and most recently he was awarded the OSPA lifetime achievement award.

Sean’s innovative vision has been the focus of Harvard University’s School of Business which recently published two business reviews on his approach towards retail crime prevention.

Community safety is a shared responsibility. We must all work together with a collaborative goal to make a difference in the prevention of crime while enhancing the overall safety of our community.





THE 8TH WOMEN IN CARWASH™ CONFERENCE

THE BENSON HOTEL in Portland, Oregon

JUNE 4-6, 2023

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

The 8th **Women in Carwash**™ conference will be held in Portland, Oregon 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 June!

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

For more information and to register please contact:

Brenda Jane Johnstone

phone: **1.204.489.4215**

email: **bjj@womenincarwash.com**



Here are some of the testimonials that received from attendees:

MaryAnne Irvine

London Mat

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

Gretchen Matthews

Chesapeake Quill

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

Melissa Pirkey

Pirkey Insurance

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

Fran DeGouveia

Just Lubes

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

Melanie Sands

Red Hill Carwash

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

Savannah Brush

Welcomemat

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

Megan Scheid

Tommy Carwash

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



MAKE 2023 THE YEAR TO BE DIFFERENT



PROJECT SHOWN : AXIOM PRIME

unique car wash environments, innovative exteriors, building packages,
pay canopies, vacuum canopies, daylighting, led lighting systems, signage
and more...

Time To Be Different

modernwashtm

unique car wash environments
and more...

800 - 511 - 7208

www.modernwash.net

ALL IMAGES SHOWN COPYRIGHT © MODERNWASH 2022

Celebrating Over 30 Years of Innovative Structures





Making Sense of the Madness

By Angela Altass

We have become very familiar with these words in recent years: COVID, pandemic, and inflation, to name a few. Worker shortages, supply chain, and hybrid offices are examples of things we didn't spend as much time thinking about before the pandemic. Sometimes it seems that the world is topsy turvy and life can feel overwhelming.

"We have to make sense of this madness," commented Benjamin Tal, managing director and deputy chief economist, CIBC, when speaking recently at the Coffee Association of Canada's 2022 The Road Ahead conference in Toronto.

Inflation was a key topic of the financial forum session at the conference and Tal noted that inflation is everywhere. Inflation is the rate of increase in prices over a given period of time. The Bank of Canada adjusts its key policy interest rate in response to inflation. The Bank of Canada recently raised its benchmark interest rate to 4.5 per cent.

Tal reminded conference attendees that there is a cost to bringing inflation down.

"The Bank of Canada does not care about inflation today," said Tal. "Inflation tells you about the past and it's the inflation expectations for tomorrow they're fighting."



Supply chain is a big source of inflation, said Tal.

"Everyone is talking about supply chain but nobody knows what it is," he said. "To put the supply chain story in perspective, we squeezed four years of consumption into one year. That's crazy! Even a normally functioning supply system would have difficulties dealing with this demand and what we have today is not a normally functioning supply system. The Bank of Canada can talk about inflation until they are blue in the face but if the inflation is coming from the supply chain, from China or Russia, there is nothing they can do about it. But, if it's domestic they can do something about it."

The Bank of Canada will continue to raise interest rates, said Tal.

"When they cut interest rates, which will be a 2024 story, they will cut it by less than before," he said.

If the COVID pandemic was taken out of the equation, the supply chain issue

would disappear, says Tal.

"I believe that 80 per cent of the demand story was about COVID and 90 per cent of the supply story was COVID," said Tal. "We know this is not going to disappear tomorrow but we also know that we are in a transition from a pandemic to an endemic. This winter will be long and this has major implications for your business."

The supply chain situation is improving, noted Tal.

"It's almost back to normal," he said. "Things are moving in the right direction, which is very important. Things are starting to improve. It's not there yet but it will be."

A big story since the start of the pandemic has been labour shortages.

"We need to understand what is happening with the labour market," said Tal. "We cannot find people. Businesses are paying people to come in for an interview. So, where are they? Some people say they are all at home watching Netflix, >>

but no, they are not. After two-and-a-half years, people have moved on and are in totally different industries doing different things. Eventually businesses will find people but it will take longer as people have been moving from one industry to another in record time.”

Most of the people who lost their jobs during COVID had low-paying jobs, said Tal.

“We have people retiring and we have a situation in which the people who are retiring are low wage, low education,” said Tal. “So, more people are leaving low wage and low education jobs while all of the people entering the workforce are university educated individuals. The people entering the labour market are high education, high wage and the people exiting are low education, low wage.”

Immigration is also a big part of this labour story, stated Tal.

“Seventy per cent of the new immigrants to Canada in 2021 arrived from one country and that country is Canada,” said Tal. “They were already here as

students. Their visas expired and they applied to become permanent residents. They are younger and they are more educated. They speak the language and they have work experience. They enter the labour market at higher wages.”

Businesses and corporations have to focus on profitability, said Tal.

“Wages are starting to rise, including low wage jobs, and this is a challenge for companies,” he said. “Profitability is facing downwards pressure. You have two choices: Increase wages or invest in innovation to replace labour.”


The people whose jobs were still there during the pandemic got the benefit of a recession without the cost of a recession, said Tal.

“We have never seen anything like that before,” he said. “Interest rates were so low. There was a sense of urgency so we borrowed activity from the future and the future has arrived. The real estate market is now slowing down with higher interest rates and that’s a good thing. The market will continue to go

down over the next six months because it’s necessary.”

Speaking at the same session, Dimitri Mazur, senior manager, restaurant finance, Canadian Western Bank (CWB), said that the next eight to 12 months will be very telling as to what happens with many businesses.

“Our business focuses on lending to the hospitality industry and it’s not just an interest rate issue, it’s also qualifying for that debt,” said Mazur. “If you are a restaurant or a coffee shop the volume of your sales may have come back but now you’re dealing with the increased cost of goods, increased cost of labour, increased rent and you’re really having your bottom line squeezed from a 10-20 per cent to two or seven per cent. That affects your ability to get money.”

There will be a lot of opportunities for bigger consolidators to get discounted opportunities with people trying to exit businesses and get out while they can, said Mazur. 




mosmatic 

Mosmatic EV Booms provide the perfect cable management for your EV charging system for commercial and residential areas.



AVAILABLE IN CANADA

Mosmatic Canada Inc.
Saint-Léonard, QC H1P 3H6
Phone +1-844-384-1602
Email canada@mosmatic.com
Internet www.mosmatic.com

SAVE THE DATE



SALON D'ACHAT

REGITAN

BUYING SHOW
PRINTEMPS \ SPRING

24-05

APRIL/MAY

2023

ÉPICERIES • CONFISERIES • VINS • BREUVAGES

L'évènement à ne pas manquer!
A not to be missed event!

www.regitan.com

1(800) 667-3761



Diversifying What's on Your Front Counter

By Angela Altass

The c-store front counter is where transactions happen, conversations occur between staff and customers and impulse purchase decisions are made.

“The front counter really is the most important area of the store,” says Chris Soucie, director of sales and marketing, McCowan Design & Manufacturing. “The front counter should be the centerpiece of the store. Traditionally, in a convenience store, you’ve got the under-counter shelves that are pretty standard. However, in new builds we’re now seeing a lot more interesting use of that space. We’re seeing that they’re adding height to their fixtures. You’ll commonly see slatwall panels that flank the cash register that come above the countertop as high as 24 inches. They’ll merchandise various different products and bring those products more to the customer’s eye level as opposed to before where traditionally everything was underneath the counter.”

Stores have started incorporating equipment into their front counter design, says Soucie.

“Over the past couple of years this has become more and more prevalent in stores, such as the big 7-Elevens,” comments Soucie. “They are appealing to the changing needs of the c-store customer by diversifying front counter offerings. You’ll see cold energy drink displays with little fridges built right into the front counters. You’ll see grab and go sandwich coolers and hot food displays, with quick items like pizza or wings, as an emerging trend in c-store front counter space. The options are elevated, so it’s not just a pepperoni and cheese pizza offering but more of an artisan type product, such as Mediterranean pizza or one with blue cheese or goat cheese.”

The front counter is the area where the c-store operator interacts with the customer, “and it’s most likely the area that the customer is going to remember,”

says Soucie, who recommends working with an industry expert before embarking on a new build or renovation project. “The front counter area is really the final opportunity for any impulse sales which, for the c-store, is great because you want to increase the average basket size and therefore increase profitability.”

Diversifying away from the traditional chocolates, gums and candy for the front counter area can encourage new impulse sales opportunities, says Soucie.

“If we look at store sales by category, the front counter really should be a store within a store,” says Soucie. “You’re going to want to have a sampling of each of your top performing categories at the pay point. We did that test of having samplings of top categories a few years ago at a few sites and it made a huge difference. The items could be chips, bagged candies, energy drinks, hot food items, meat snacks, maybe some cell phone cables; whatever stuff is selling

at your store off the shelves put it at the front as well. Mix it up and appeal to all the senses of your customers. What we've seen from our clients is that if you diversify, sales increase."

Norman Clow, owner of Clow's Red & White General Store in Hampshire, Prince Edward Island, keeps some of the store's best-selling items at the front counter.

"Basically, it's things that move quickly, like chocolate bars, candy and gum; stuff like that," said Clow. "We try to change up the candies a little bit as these items are often impulse buys."

Although there is not much space to work with in the front counter area, diversification is still doable, says Soucie.

"Maybe you only have 12 inches of space for energy drinks," says Soucie, "you can re-populate the inventory quick and still offer that category as an impulse purchase suggestion to the customer. We've seen that be successful in many different stores. We always tell clients to try different things and figure out what works for your location."

While diversifying the product

offerings at the front counter can be a good idea, Soucie cautions against over stimulating customers.

"Keep it simple," he states. "When we're doing consultations, we walk into a site and the front counter is just littered with vendor provided fixtures. It can get overwhelming for the customers and they just run in for lottery and smokes and are out the door. Partner with a company like McCowan and talk about the categories that you want to display, which will be based on the demographics and customers in your area. We have store fixtures in our catalogue that are designed specifically to maximize whatever category you are trying to increase sales for and there is no charge for the consultation process, if you are buying fixtures from us."

Much consideration is given to what will be merchandised at a store's front counter and checkout area, notes Erik Jansen, marketing and operations manager, convenience store, Federated Co-operatives Limited, Calgary, Alberta.

"This area is the last opportunity for our team to interact with the customers

and enhance their experience," says Jansen. "Focus is placed on high impulse grab and go items that drive customer excitement, with the goal to increase basket size. It is critical that we have the right items for a positive customer experience in this last touchpoint we have with them in our store. These items change by promotion period and are based on changing seasons, dependent on items identified in our marketing and promotion activities, which we have going on in the store throughout the year. Attention is placed on promotions, innovation and seasonally relevant general merchandise and convenience items."

Product placement at the point of purchase is a strategy used to capture the customers' attention when they are preparing to check out, says Rima Rabba, head of marketing, Rabba Fine Foods, Mississauga, Ontario.

"These items are most likely to be noticed by customers," says Rabba. "It satisfies not only a sales objective but encourages brand awareness, keeping exciting products top of mind."

Front counter items, or merchandising products near the checkout area, is an important tool to effectively reach customers, says Rabba.

"It is where customers have an opportunity to dwell and engage with an item as they complete their shopping journey," says Rabba, noting that the front counters at Rabba Fine Foods stores are stocked with a selection of exciting product innovations, grab and go snacks, better-for-you bars, fresh baked goods, and chocolate indulgences. "They are items that are accessible to consumers and are positioned to increase their visibility. While you'll see our regular lineup of traditional items at checkout, such as chips and chocolate, we've maintained a flexible space to accommodate product innovation and trends, as well as seasonal changes and holidays." 



Partner with a company like McCowan and talk about the categories that you want to display, which will be based on the demographics and customers in your area.





Expectations for the Year Ahead

By Angela Altass

The past few years have been difficult and while many people are wondering when things will start to get better, some Canadians are trying their best to remain optimistic.

A Future of Commerce report by technology company Square in collaboration with Wakefield Research states that Canadian retailers and restaurateurs are optimistic about the year ahead despite economic uncertainties. “Even amid high inflation and a potential recession, businesses are eager to adopt new strategies and solutions to retain and attract customers.”

The report states that 2023 is all about diversification, with a vast majority of restaurants planning to expand their non-core products and services, such as selling retail goods and meal kits or offering cooking classes. One of the really fascinating findings from this report is that restaurants are saying that on average 21 per cent of their revenues are coming from products and services outside of the core restaurant experience, says Ara Kharazian, data and research lead with Square.

“Our report makes it clear that proactivity is the name of the game this year, with Canadian restaurateurs and retailers moving full speed ahead to implement new sales channels and technology to improve customer experiences in 2023 and beyond,” says Alyssa Henry, head of Square.

The report from Square notes that Gen Z is becoming increasingly important to retailers with Canadians born between 1997 and 2012 playing a big role in shaping the way sellers operate and market their businesses. “So great is Gen Z’s influence that more than half (53 per cent) of Canadian retailers are devising entirely separate

marketing approaches to target these younger customers.”

In-store selling is seeing a post pandemic resurgence and many stores are planning to introduce QR codes in-store to provide customers with additional product information and promotions.

Food and drink businesses are increasingly leaning on technology to automate their businesses and are using automation to respond to staffing shortages, says Kharazian. The Square report indicates that 38 per cent of restaurateurs say they will automate operational activities to maximize efficiencies and 66 per cent of consumers prefer some form of automation, whether for reservations or ordering of food.

“We saw a lot of this start to emerge due to the pandemic and now it’s really an expectation of consumers,” states Lisa Fong, head of product, restaurants for Square.

A recent webinar by the Coffee Association of Canada talked about the role innovation is playing as it took a look at “The Year Ahead: Consumer Trends and Behaviours.”

“There is a lot of innovation taking place in the beverage category overall,” notes Robert Carter, president of the Coffee Association of Canada. Coffee and tea equipment innovation has been driven by operator necessity to reduce labour, says Margot Swindall, director of business development with Technomic, who adds that consumers, especially the younger ones, are very open to innovation and are actually looking for and demanding it. They like coffees that they can grab quickly and make themselves with the push of a button on a machine.

While the Square report has indicated that retailers and restaurateurs are remaining optimistic, a Canadian economic confidence report by Leger indicates

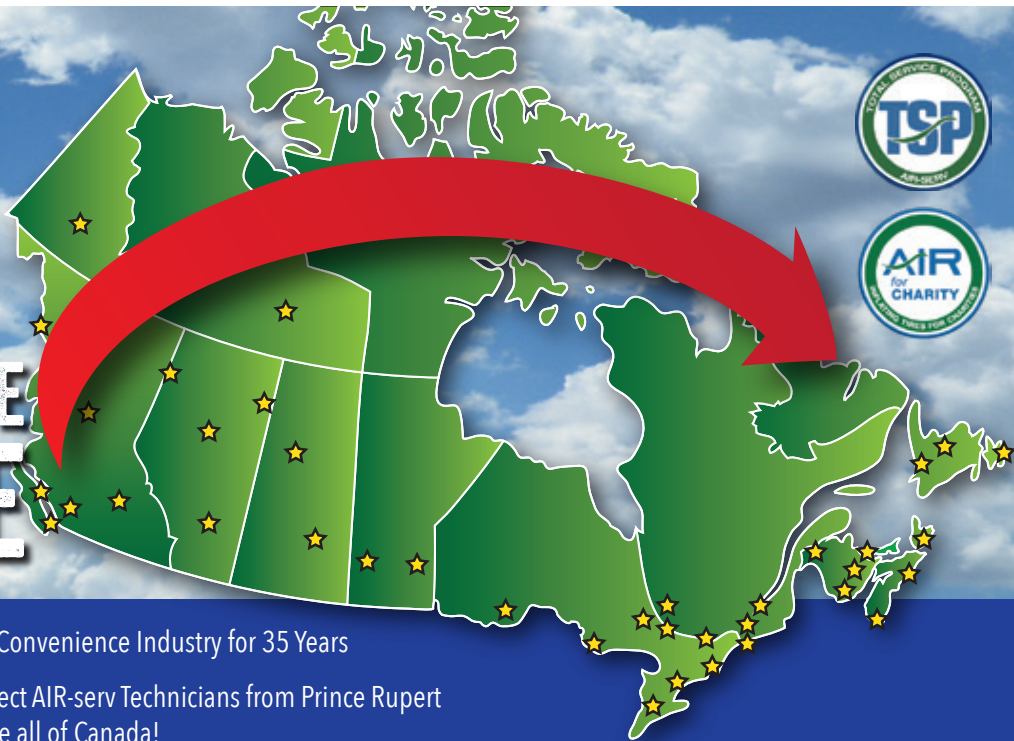


some less encouraging numbers.

“I hate to be the bearer of bad news but there isn’t a whole lot of good news,” says Steve Mossop, executive vice president, Leger Vancouver. Speaking at the Coffee Association of Canada webinar, Mossop said the numbers are not encouraging when looking at the overall economic confidence of Canadians, as people feel >>

AIR SERV

COAST TO COAST NATIONAL SERVICE COVERAGE



- ✓ Serving the Canadian Retail Petroleum/Convenience Industry for 35 Years
- ✓ Truly National Service Coverage with direct AIR-serv Technicians from Prince Rupert to Fort McMurray to St. John's. We service all of Canada!
- ✓ We provide over 100,000 service visits annually to our customers
- ✓ Safety first culture resulting in an immaculate Safety Record
- ✓ We Enhance Customer Satisfaction with the Convenience of “Tap N Go”
- ✓ Our Total Service Program is a no cost service program giving you comprehensive reporting from Installation to Service to Revenue to Safety

Tire Inflators - Vacuums

**SERVICE | TECHNOLOGY
INTEGRITY | ACCOUNTABILITY**
800-263-1429
www.air-serv.ca



"Instagram is the second most popular social media site for selling, with 65 per cent of retailers allowing customers to purchase through the platform, up from 55 per cent last year."

the sting of rising interest rates. "We are back to the worst reading since the lows of the pandemic."

While only 36 per cent of Canadians have a mortgage, 10 per cent of those Canadians feel severe economic pain from even a single point increase in mortgage rates, says Mossop. "Thirty per cent of mortgage holders are saying they don't know how they are going to pay their mortgages."

Forty-five per cent of Canadians say they expect the economy to decline going forward and 53 per cent of Canadians are at the point where they worry about paying their day-to-day bills.

"The pain points are the recession and inflation," says Mossop. "They are constantly on people's minds."

Swindall notes that as people are switching to purchasing private label products as a way to economize, they are also continuing to treat themselves

with small luxuries, including coffee purchases.

"Convenience stores were heavily impacted by the pandemic, especially with the breakfast order," says Swindall. "We are now back to seeing beverage consumption and purchases for beverages away from home become even better than pre-pandemic. That is an exciting and encouraging development. Younger consumers are tending to gravitate to the convenient options."

Jo-Ann McArthur, president and founding partner, Nourish Food Marketing, notes that the Gen Z generation is learning about coffee culture from social media, and from Tik Tok in particular. The Square report also talked about Gen Z and how this demographic sees social media as part of the fabric of life with 95 per cent of them relying on their mobile phones to shop. As a result, retailers are increasingly selling

products and services through social media.

"Seventy-two per cent of retailers with online sales sell through Facebook, up from 65 per cent a year ago," states the Square report. "Instagram is the second most popular social media site for selling, with 65 per cent of retailers allowing customers to purchase through the platform, up from 55 per cent last year."

As Canadians struggle with their expectations and grapple with the current economic state, it's more important than ever to meet consumer expectations as much as possible. As everyone tries to anticipate what the future will bring, store owners can help themselves by gathering as much information as they can from sources such as Square's *Future of Commerce* report and webinars or other events hosted by organizations such as the Coffee Association of Canada. [\[9\]](#)

Business is Booming with Fireworks



By Matt Bialek

Uncertainty, unpredictability, recession... these are the buzzwords of the day, all being used to describe the present trajectory of our economy.

As a business owner, things are tough all over: after successfully navigating the COVID-19 pandemic, you're being forced to reassess, adjust, and transition once again. Moving into this new state of transition, the stability we've grown to appreciate seems to be rapidly evaporating.

But what if you could capitalize on this transition?

"In 2023, your customers will be looking for new, exciting, and affordable family-friendly entertainment options," according to Matt Bialek, president of BLAST-OFF Fireworks, "and fireworks fit these criteria perfectly." When compared to other forms of recreation, fireworks are extremely affordable - they don't involve extensive travel, there's no price of admission, and the entire family can be involved and engaged.

The best part about selling fireworks, according to Bialek, is that fireworks are

single-use entertainment. "Your customers will love what they see up in the sky, in turn creating new traditions that will drive successive sales. Not only is a backyard fireworks display less expensive than heading to the movies with the family, it creates those feel good memories that we tend to treasure later in life... and your customers will come back asking for more."

If anybody knows about family habits and traditions, it would be the team at BLAST-OFF Fireworks. Based in Selkirk, Manitoba, the organization is celebrating its 24th year in business. "While much has changed over the past couple of decades, we're still very reliant on old-fashioned service, on relationship development, and on the importance of family within our operation, says Bialek. "Our customers are our friends and our team is our family, quite literally." The company has grown to be one of Canada's largest >>



“FROM AMAZING ALBERTA TO SASKATCHEWAN SPIRIT, MAGNIFICENT MANITOBA, AND PRAIRIE PRIDE, WE ARE THE ONLY FIREWORKS IMPORTER TO CELEBRATE THE DIVERSITY OF OUR COUNTRY THROUGH UNIQUE PRODUCT OFFERINGS,” NOTES BIALEK.



fireworks importers and distributors, and numerous family members are involved – from Bialek’s wife, Brandi, to parents and siblings from both sides of the family.

It’s clear that Bialek’s recipe for success has been working. The company offers 100 per cent guaranteed sale terms on all purchases, unique and authentic family-friendly packaging, high dealer margins, and an unmatched new product pipeline. A major focus over the past year has been the introduction of several new fireworks kits – also known in the industry as Family Packs.

“Family Packs are where it’s at in the Canadian fireworks market,” explains Bialek. “Retail customers are looking for a fast, convenient, and easy-to-plan fireworks show, and these assortment boxes make for a quick and easy sale. Approximately 70 per cent of our dollar sell-through is derived from this single product category – so it warrants extra attention at the retail level.” As an added bonus, family packs are easy to display and vend within a c-store and no special lock-ups or showcases are required for merchandising.

With new arrivals like Six Pack, Out of this World, and Big Box of Boom BLAST-OFF Fireworks offers Family Packs at every retail price range – from as little as \$14, all the way up to over \$800. In 2023, the company has also expanded its offering of Family Packs that celebrate the unique regions of Canada. “From Amazing Alberta to Saskatchewan Spirit, Magnificent Manitoba, and Prairie Pride, we are the only fireworks importer to celebrate the diversity of our country through unique product offerings,” notes Bialek. “As an added advantage, all of our Family Packs come complete with professionally designed ignition sequences, full ignition instructions, and free firing sticks inside each box. We’ve made it as easy as possible for retailers within the c-store channel to sell our products.”

The customization of BLAST-OFF’s product and service offering for convenience stores and gas bars isn’t a coincidence. “By far, the largest proportion of our customer-base operates in the c-store and gas station segments,” states Bialek. Several aspects of c-store operation lend themselves nicely to the sale of fireworks – from traffic patterns to clientele and hours of operation. “We’re seeing a significant trend in which retail guests expect to find fireworks in the c-store channel. This is why – if you own a convenience store – adding fireworks to your product offering needs to be a top priority.”

But adding fireworks to your c-store doesn’t have to be rocket science, according to Bialek. When looking to add fireworks to your retail outlet, Bialek recommends doing your homework, ensuring that you partner with a supplier that will not only meet



your present needs and goals, but one that can help grow your category sales over time. “A good partner will offer a program-based approach – providing tools, education, and support in addition to the standard suite of fireworks products for resale. You also want to ensure that you partner with a legitimate fireworks importer or distributor that can offer uninterrupted supply, category management services, and regulatory assistance.”

That last quality – regulatory assistance – is becoming more and more important in today’s fireworks market, where regulations can change rapidly. “We’ve seen rapid changes in places like Vancouver, Mississauga, and the Greater

Toronto Area,” concedes Bialek. “It’s difficult for retailers to keep track of regulatory changes and amendments, and this is an area in which we offer full retailer support.” Put another way, it’s the job of BLAST-OFF Fireworks to work on behalf of their retail customers - providing information related to upcoming regulatory changes and advocating on their behalf.

“At BLAST-OFF Fireworks, our focus is on providing retailers with a start-to-finish program – offering unique products, high margins, and unmatched regulatory support. And all of this is backed by our 100 per cent guaranteed sale terms,” continues Bialek. “There are enough uncertainties in the world today, let’s make selling fireworks at your c-store or gas station a guaranteed success in 2023.”

BLAST-OFF Fireworks is Canada’s only service-oriented fireworks importer. Headquartered in Selkirk, Manitoba, the company operates Western Canada’s largest federally licensed fireworks campus, and services over 4,400 retail partners within the Canadian marketplace. For more information on BLAST-OFF Fireworks, visit www.blastofffireworks.ca or contact “mission control” by telephone at 1-866-827-4765. [9]

LAUNCH YOUR PROFITS

With Family Fun!



BOOK YOUR 2023 FIREWORKS ORDER TODAY!
1-866-827-4765 • WWW.BLASTOFFFIREWORKS.CA



Versatile and Convenient, Propane May be the Value-Add Your Retail Store is Looking For



By Tammy Hirsch

Convenience is still king for many Canadians. Consumers will often choose one-stop shopping over saving a few pennies if it saves them time. Providing a service or offering that gives customers more convenience can be the reason they choose your business over the competition.

Not only could propane products help you beat out competitors, but they could also offer a new stream of revenue by bringing in customers that you otherwise wouldn't have attracted.



Offering a propane filling station for people to refill the ever popular 20 lb cylinders or ASME tanks in RVs is a great way to grow your customer base and grow your revenue.

emissions and protects the environment. It is a much cleaner energy source than heating oil, diesel, and gasoline, and in some regions in Canada, it's even cleaner than the electrical grid.

Propane products for your operation may include offering propane cylinders that can be used for barbeques, gas appliances in recreational vehicles (RVs), and other portable equipment. If you have the space, you could also offer propane fireplaces, heating lamps and other outdoor products that use cylinders.

Two ways to offer propane products are through a propane filling station or a propane tank exchange program.

Offering a propane filling station for

people to refill the ever popular 20 lb cylinders or ASME tanks in RVs is a great way to grow your customer base and grow your revenue. And the large white propane cylinder, we might add, offers an easy free 'white billboard' for advertising. This option however, requires a bit more investment and time as employees who work with propane must be properly trained through a certified body and keep up to date on regulations. The Canadian Propane Association's Propane Training Institute (PTI) can help with convenient online training for your employees. PTI provides the country's most comprehensive suite of propane training courses that meet every federal, provincial and >>

Demand for propane is growing in Canada. Cleaner, affordable and readily accessible, propane can go anywhere and is used for multiple purposes, from warming an outdoor patio, firing up the grill or heating a home or business. This versatile and efficient energy source is also widely used by the construction industry to power forklifts, cut steel and keep sites warm in the winter. It can be used by landscapers to power lawnmowers and torch weeds as well as by farmers for a variety applications such as heating barns and powering a tractor. Transportation operators like Southland Transportation use propane buses to safely take thousands of kids to school every day and delivery fleets like UPS use it for distributing goods to consumers throughout North America.

One of the reasons propane is growing is because it has a significant advantage compared to other traditional energy sources – using propane improves air quality, reduces greenhouse gas

NLS LIGHTING

ARCHITECTURAL DESIGN & SPEC GRADE PERFORMANCE

NV FAMILY

TRAC COLLECTION

AREA, SITE & ROADWAY | ARCHITECTURAL & DECORATIVE POST TOP | BOLLARDS & COLUMNS | FLOODLIGHT | GARAGE, CANOPY & CEILING | WALL MOUNT | TENNIS & PICKLEBALL | POLES, BASES & ARMS | ACCESSORIES

nslighting.com | sales@nslighting.com | +1 310.341.2037

territorial regulation governing the safe transport and handling of propane plus they are available in both official languages.

But if installing a propane refilling station is not an option, a growing, alternative is offering a propane tank exchange program. This concept takes the filling and refurbishment of propane cylinders to off-site locations and creates an easy transaction for convenience stores and gas stations.

Adding propane to your product mix is added value for your customer base and an opportunity to grow your revenue. For more information about propane and the Propane Training Institute, visit the CPA website at www.propane.ca. We also invite you to follow us on social media to learn more about propane and National Propane Day that takes place on March 21. 📺

Tammy Hirsch is a highly experienced marketing and communications professional with over 20 years of expertise in the energy sector. Since 2016, she has served as the senior director of marketing and communications at the Canadian Propane Association (CPA), where she has been responsible for planning and implementing communications strategies to promote propane and the industry across Canada. Tammy's role at the CPA includes overseeing publications, managing partnerships with member organizations, leading web marketing and social media campaigns, and engaging with media outlets to promote the benefits of propane. Prior to joining the CPA, Tammy spent seven years at Equinor, the Norwegian state oil and gas company, where she was part of an award-winning stakeholder engagement team. Tammy is a graduate of the University of Calgary, where she earned a Bachelor of Arts degree with a major in communications.





Wayne
FUELING SYSTEMS

**First with E40/B20
UL Listing**

Wayne Ovation® fuel dispensers come standard with E40/B20 UL listing – part of our commitment to provide retailers flexible, reliable and future-proofed equipment.

Wayne Ovation® fuel dispenser with AX12 Enhanced



Learn More

DOVER FUELING SOLUTIONS | Wayne | CaseView | AVELIN | ProFuel | Techebss | UCAI



REclaim REcycle REcover

CON-SERV

Saving Our World's Water

WATER RECOVERY SYSTEMS

www.con-servwater.com

800-868-9888

Visit us at the The Car Wash Show
Booth #1969



Be “Thaw”tful When Outfitting Your Secondary- Containment System

By Ed Kammerer

While they may eagerly anticipate its warmer temperatures, happily chirping birds and longer days, the spring thaw can also bring a sense of trepidation to the operators of retail-fueling businesses in Canada. The reason for this trepidation is plain for the eye to see when you look out the window: Where is all that piled-up snow and ice going to go when it melts?

Thanks to gravity, that melted runoff will seek the lowest point in which to settle. The problem for retail-fueling operators is that the lowest point can oftentimes be the secondary-containment system at their sites. In fact, fugitive-water ingress into secondary-containment equipment is now acknowledged as one of the main challenges that retail-fueling networks face today.

This forces many site operators to hope for a best-case scenario: the existing secondary-containment system is able to capture the intruding water before it can infect the motor-fuel supply by seeping into the site's underground storage tanks (USTs). Admittedly, every retail-fueling site does (or should) have some type of secondary-containment system in place. With that in mind, the question becomes: Is that system new enough or robust enough to reliably

keep the unwanted water ingress at bay or are you annually pumping water out of flooded sumps, spill containers and secondary piping?

Which brings us back to one of our favorite topics: the benefits of being a proactive, rather than reactive, fuel retailer.

Last year, we made a three-part case in Convenience & Carwash Canada that being proactive in surveying the condition of your fueling equipment and being prepared to replace it before it catastrophically fails or to consider an upgrade when available is the best approach to take. Another way to look at it is, if you are building new sites, do you just continue to spec the equipment you've always used? Or do you look for ways the technology may have advanced in recent years and consider the next-generation version?

As you may have guessed, we recommend a proactive approach when it comes to your secondary-containment system.

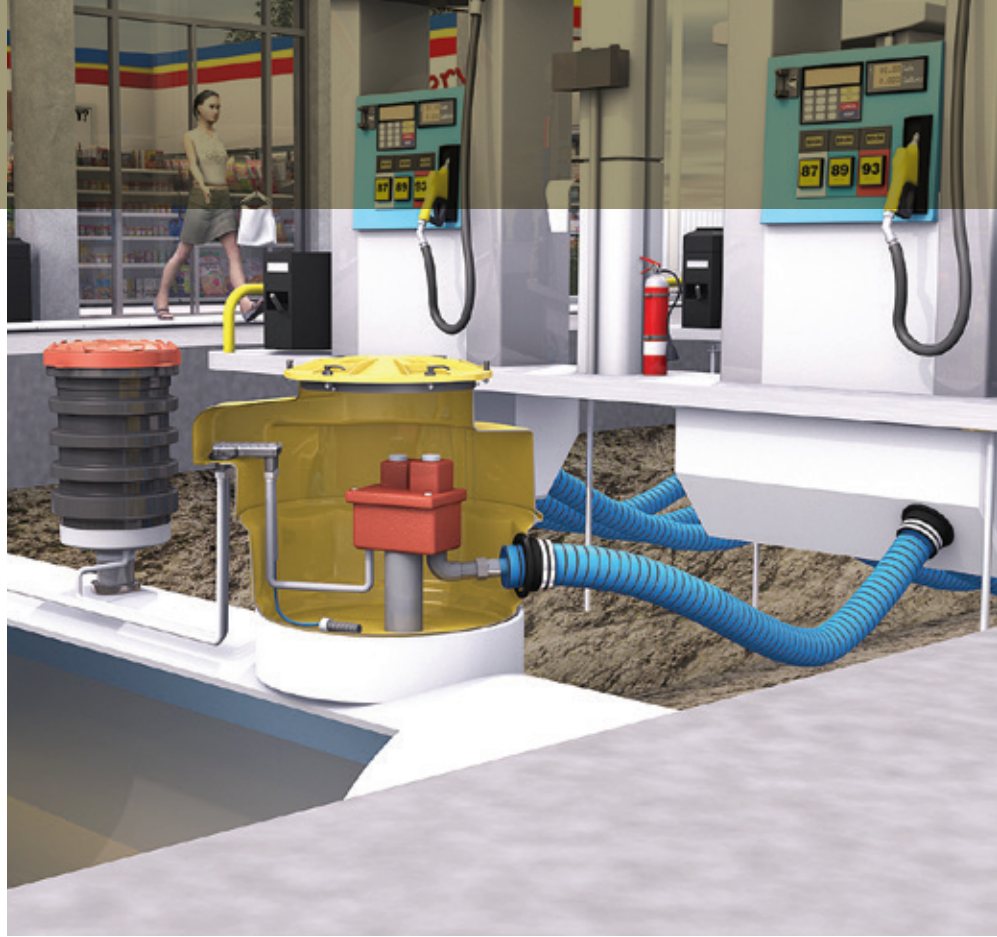
Meet The Family

OPW Retail Fueling, Smithfield, NC, recognizes the frustrations and potential risks that go hand-in-hand with spring-thaw water intrusion. Therefore, OPW has worked diligently to build a

portfolio of products that have been specially designed to keep water where it belongs – outside of your fuel tanks and secondary-containment system. Among these Watertight Wonders products that OPW offers in this realm are:

- **DSE Dispenser and TSE Tank Sumps:**

As OPW's newest dispenser-sump innovations, the DSE and TSE models are members of the E-Series Containment Sump family. Both sumps are part of the industry's first composite containment system that is built using the advanced sheet-molded compound (SMC) fiberglass-manufacturing process. The SMC manufacturing process produces sumps with watertight entry fittings, consistent wall thickness and smoothness with a value price when compared to competitive fiberglass tank sumps. In fact, these fiberglass sumps are now priced similarly to polyethylene sumps. It is well documented that lower-cost polyethylene sumps are susceptible to sidewall deflection when exposed to extreme hydrostatic forces. These same forces are the ones that appear during the thaw when higher-than-normal water tables are created. The stronger SMC fiberglass material eliminates sump deflection, >>





Before and after: Winter thaw and its corresponding runoff can be detrimental for secondary containment equipment at retail fueling sites (left). OPW's ElectroTite No-Drill Tank Sump (right) features factory installed sealed conduit ports, meaning it can be installed without pre-installation drilling, reducing the risk of water intrusion and unintended leak points.

which is one of the leading causes of entry-fitting failure. And we all know that when an entry fitting fails, not only does it allow the nuisance of water to enter the containment chamber, it also means that if fuel should end up in that same space it will end up in the ground. Their uniform construction makes the sumps easy to nest, stack and unstack, which helps optimize distributor inventory and job-trailer space, while the one-base design eases ordering and site-compatibility issues. All of these features make the DSE and TSE sumps the new standard in best-in-class quality, fast delivery lead times and affordability.

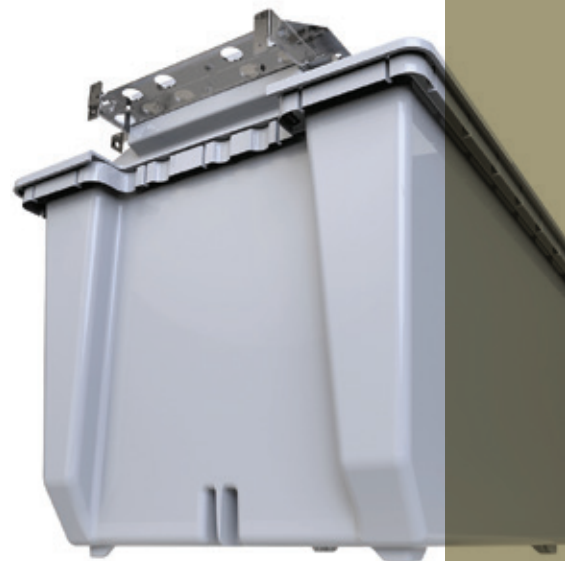
- **ElectroTite No-Drill Tank Sumps:** The ElectroTite is the retail-fueling industry's first and only conduit-less tank sump that has factory-installed sealed conduit ports and an integrated electrical wiring junction box. This enables the sump to be installed as-is when it arrives at the fueling location, with no pre-installation drilling required. The no-drill design also reduces the risk that water intrusion will occur or unintended leak points will form in the system due to the drilling of entry points, which also helps to optimize installation time. The ElectroTite sump also excels through the use of a vacuum-assisted resin transfer molding (RTM) manufacturing process that ensures consistent wall thickness, a smooth finish inside and out, and watertight, leak-free operation.

The ULc-listed, single-piece, cast-aluminum explosion-proof junction box with bolt-on access cover creates space to re-route communication wires and loop additional sensors without having to create build conduit home runs from the store to the tank field. Additionally, a safety shield allows all high-voltage and sensor wires to be separated in the same junction box.

- **Rigid Entry Fittings (REF):** Factory-installed, dual-sided rigid entry fittings (REF) provide double protection by sealing the pipe inside and outside the sump, which prevents the intrusion of groundwater, rain and melting ice or snow and keeps all of the fluid that is collected in the sump from entering the access pipe. They are designed with a hard-shell exterior with a minimal amount of exposed rubber, though they are still able to accommodate ground movement. Their construction also features a rigid composite material that eliminates entry-fitting degradation that can result in water intrusion. This allows the REF to offer sealing redundancy throughout, which enables it to achieve maximum containment and unmatched protection from water intrusion.

Conclusion

No matter the time of year, finding the best ways to reliably prevent not only storage-tank water intrusion, but also the nuisance of secondary-containment water intrusion should always be a




DSE Sump: The DSE is part of OPW's E-Series Containment Sump family. Like the TSE, it is a composite containment system built using the advanced Sheet Molding Compound (SMC) fiberglass-manufacturing process.



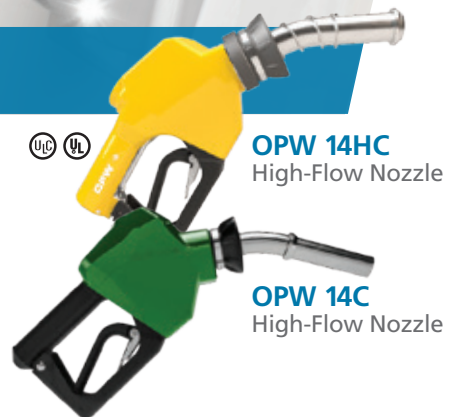
TSE Sump: The TSE is one of OPW's newest dispenser-sump innovations, serving as the industry's first composite containment system.

top-of-mind concern for fuel retailers, but it takes on added importance as the spring thaw commences. To aid retailers in their quest to eliminate water-based fuel contamination, OPW Retail Fueling offers a next-generation suite of products, known as Watertight Wonders, that have been designed with water-intrusion prevention in mind. So, whether it's time to replace aging equipment or you're ready to perform a proactive upgrade, it pays to be "thaw"tful when considering your secondary-containment system.

Ed Kammerer is the director of global product management for OPW, based in Cincinnati, OH, USA. He can be reached at ed.kammerer@opwglobal.com. OPW is defining what's next in fueling solutions and innovations worldwide. OPW delivers product excellence and the most comprehensive line of fueling equipment and services to retail and commercial fueling operations around the globe. For more information on OPW, please go to opwglobal.com. 

STAY CLEAN WITH YOUR DIESEL FUELING STATION

Keep your diesel forecourt clean with OPW's 14 Series Diesel Nozzles. Together, the highly-acclaimed 14C Nozzle and the all-new 14HC High-Flow Diesel-Capture Nozzle won't leave you searching for a rag to wipe your hands.



OPW 14HC
High-Flow Nozzle

OPW 14C
High-Flow Nozzle

OPW 
RETAIL FUELING
a **DOVER** company

Learn More At
opwclean14.com

DEFINING | WHAT'S NEXT

2023 Carwash Equipment

The carwashing industry across North America is enjoying unprecedented growth with expansions, and new development and we want to provide readers with information on many of the industries leading equipment providers to help with your decision making. Each of these companies would be more than happy to answer any questions and help you with your carwashing journey.



AIRLIFT DOORS, INC.

Airlift Doors Inc

4700 Osseo Road
Maple Lake, MN 55358
888-368-4403
sales@airliftdoors.com
Martin Castro
www.AirliftDoors.com
Alaska Polycarbonate Doors, XRS Vinyl Roll Up Doors, Pneumatic Openers, Radiant Heaters

AVW Equipment Co

105 S 9th Avenue
Maywood, IL 60153
708-343-7738
info@avwequipment.com
Danka Djordjevic
www.avwequipment.com
In-Bay Conversion Specialists, Belt Conveyor, Full Equipment Line, Belt Conveyor

Belanger Inc.

1001 Doheny
Northville, MI 48167
248-349-7010
inquiries@opwws.com
Allen Luce
www.belangerinc.com
Kondor K11 & KL2, FreeStyler Legend, SpinLite, SpinRite

Con-Serv Manufacturing

520 W. Brannen Road
Lakeland, FL 33813
800-868-9888
sroyal@con-servwater.com
Stan Royal
www.con-servwater.com
Reclaim, RO, Pump stands



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

102 Paramount Road
Winnipeg, MB R2X 2W3
204-632-8002
doug@dalincoln.com
Doug Lincoln
www.dalincoln.com
PDQ 360 Plus & Belanger Kondor, Belanger V-MAX Touchless Truck Wash, PDQ Surfline & Belanger Freestyler, Belanger InstaKleen Drive Thru, Belanger Classic/Spinrite & PDQ Touchless Tunnel, Belanger Classic, DA - KL Pet Wash, Dynovac Vacuums & Ingersoll Rand Air Compressors/Dryers, Lincoln Series Self-Serve Car & Truck



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

4-210 48th St E
Saskatoon, SK S7K 6A4
306-683-6622
kelly@dalincoln.com
Kelly Wilkinson
www.dalincoln.com
PDQ 360 Plus & Belanger Kondor, Belanger V-MAX Touchless Truck Wash, PDQ Surfline & Belanger Freestyler, Belanger InstaKleen Drive Thru, Belanger Classic/Spinrite & PDQ Touchless Tunnel, Belanger Classic, DA - KL Pet Wash, Dynovac Vacuums & Ingersoll Rand Air Compressors/Dryers, Lincoln Series Self-Serve Car & Truck



Furever Clean Dog Wash

2-1250 Newport Ave
Victoria, BC V8S 5E7
250-217-9433
info@fureverclean.ca
Evelyn Rutherford
www.fureverclean.ca
Self serve dog wash machines, Dog wash buildings, Pet treat vending machines, grooming tables, pet room accessories



International Drying Corporation

11220 E Main Street
Huntley, IL 60142
815-477-4911
christine@internationaldrying.com
Christine Stephens
www.internationaldrying.com
Spyder or Black Widow, Stealth Predator, Black Widow or Stealth,



Istobal

1045 Page St
Bristol, VA 24201
800-336-8795
info.usa@istobal.com
Ian Burton
www.istobal.com
Flex5, Flex5 Extended Height, M'1, Express On Rails

J.E. Adams

1025 63rd Ave SW
Cedar Rapids, IA 52404
800-553-8861
Kraig Snyder
www.jeadams.com
Central Vacuum, Pole Mounted Vacuums, Standalone Vacuums, Commercial Vacuums, Ultra Combo Turbo Vacuums



Kleen-Rite Corp.

PO Box 886
Columbia, PA 17512
800-233-3873
sales@kleenrite.com
Gary Frey
www.kleenrite.com
Pet Wash, Detailing/interior Cleaning Equipment, Self-Serve Equipment

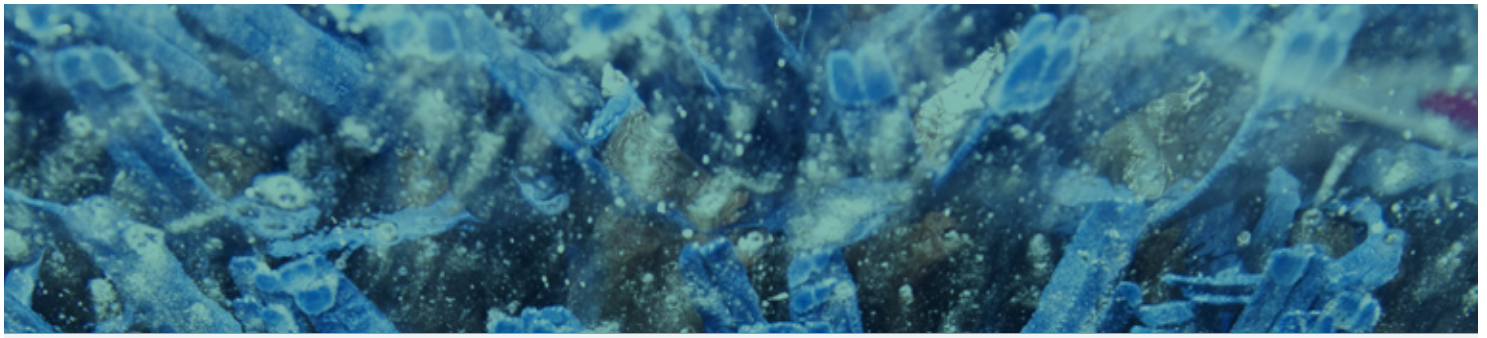


Maritime Carwash Services Ltd

4905 Hwy 2
Wellington, NS B2T 1B6
902-861-4747
mar.car@ns.sympatico.ca
www.maritimecarwash.ca
In-Bay Automatic Touch Free, In-Bay Automatic Friction, Full Service Tunnel, Mini Tunnel, Self-Serve Equipment

Mosmatic Canada Inc.

6201 Marivaux
St Leonard, QC H1P 3H6
438-384-1602
canada@mosmatic.com
Gino Rossi
www.mosmatic.com
Wheel Blasters, Rotary Unions, Rotor Arms, Turbo Nozzles, Undercarriage Washers
Wheel Blasters, Undercarriage Ramp, Vacuum Dryer booms, Car Wash Booms, Dryer Booms, Wand Holders, Brushes, Brush Buckets, Wands, HP Guns, Guns, Brushes,



MONDO

NCS Mondo

695 Westney Road S
Ajax, ON L1S 6M9
800-465-5676
bgoetz@ncswash.com
Bradley Goetz
www.mondo-products.com

Belanger Kondor, Belanger Free-Styleer. We offer complete car wash tunnel solutions from individual components to full reload and new development projects. We offer complete mini-tunnel equipment from world-class equipment manufacturers. We provide central vacuum systems, air compressors, overhead car wash door solutions, and tunnel control equipment. Complete line of self-serve equipment, including cashless payment solutions.



National Carwash Solutions

1500 SE 37th Street
Grimes, IA 50111
800-284-7956
info@ncswash.com
Justine Johnson
www.ncswash.com
Ryko Radius, Ryko SoftGloss Maxx5, MacNeil, Vacutech Vacuum Systems, TSS Marketing Signs, Baywatch Doors, PurClean Water, NCS Chemistry

NoviClean Inc.

1045 19 Ave SE
Calgary, AB T2G 1M1
587-997-6040
zane@noviclean.ca
Zane Kajmowicz
www.noviclean.ca
Oasis, InterClean Ultra Truck Wash Gantry, InterClean Automatic Transport Trailer Washout, NoviClean - Manufactured in Calgary



P.D. MCLAREN LTD.

FUELING & VEHICLE WASH SYSTEMS

P.D. McLaren Limited

104-9725 192 Street
Surrey, BC V4N 4C7
877-613-1491
sales@pdmclaren.com
www.pdmclaren.com
Istobal USA, Oasis Carwash Systems, WashWorld, Peco, Sonny's, P.D. McLaren Limited, J.E. Adams, Odessa Consulting, Etowah Valley Equipment

PDQ Manufacturing

1698 Scheuring Road
DePere, WI 54115
920-983-8333
www.pdqinc.com
Kris Oliver
LaserWash 360 Plus, Tandem Surfline

Proto-Vest Dryers

Proto-Vest Dryers LLC

7400 N Glen Harbor Blvd
Glendale, AZ 85307
623-872-8300
tammygardner@protovestdryers.com
Tammy Gardner
www.protovest.com
Car-Truck-Bus-RV-Train Dryer Systems



Sonny's The Car Wash Factory

5870 Hiatus Road
Tamarac, FL 33321
800-327-8723
Ron Vaquedano
www.SonnysDirect.com
Conveyorized Exterior Detail Hybrid Tunnel Systems, Central Vacuum Systems



Steamerics, Inc.

18022 S Figueroa St
Gardena, CA 90248
310-327-8900
Ebony Young
sales@steam.am
Optima Steamer XE, Contigo, Optima Steamer XDM, Optima Steamer XD, various accessories that are dry steam compatible



Tommy Car Wash Systems

581 Ottawa Ave, Ste 100
Holland, MI 49423
616-494-0411
michaelv@tommycarwash.com
Michael Van Wieren
shop.tommycarwash.com
In-Bay Automatic Friction, Full Service Tunnel, Mini Tunnel, Detailing/interior Cleaning equipment etc



Washworld Inc.

2222 American Blvd
De Pere, WI 54115
888-315-7253
sales@washworldinc.com
Rich Andreas
www.washworldinc.com
Razor, Razor EDGE, Razor Double Barrel, Razor XR-7, Profile ST, Profile MAX, Profile LXR



Wash World Group Inc.

111-1919-27 Ave NE
Calgary, AB T2E 7E4
403-250-1374
jim@washworldgroupinc.com
Jim Shaw
www.washworldgroupinc.com
In-Bay Automatic Touch Free, In-Bay Automatic Friction, Full Service Tunnel, Mini Tunnel

What's New



Dover Fueling Solutions Introduces DX Power to Integrate EV Chargers with the Prizma Ecosystem

AUSTIN, TEXAS—Dover Fueling Solutions (DFS), a part of Dover Corporation and a leading global provider of advanced customer-focused technologies, services and solutions in the fuel and convenience retail industry, is thrilled to announce the launch of DX Power within the European, Middle Eastern and African region. DX Power is a solution that integrates electric vehicle (EV) chargers with Prizma, DFS' connected mobility and convenience hub, to provide retailers with improved visibility and control, and customers with flexible payment options.

In today's fuel retail environment, most EV chargers run separately to the main point-of-sale (POS) and outdoor payment systems resulting in customers requiring a roaming contract or registration to pay via charge cards.

As a modular and open cloud-based platform, DX Power can interface with any EV charger and charge point operator to provide a frictionless customer journey. This solution seamlessly bridges the gap between EV chargers and the remaining forecourt system, helping streamline retail sites as they transition to supporting a new way of powering vehicles.

"DX Power is a solution that can set a fuel retail business apart from the competition," said Raf Tormans, senior manager, product management, DFS. "It efficiently connects EV chargers, fuel dispensers, payment systems and your c-store, offering retailers increased visibility into their sales and providing customers with an effortless experience."

DX Power leverages the Prizma ecosystem and existing loyalty programs on fuel retail sites to ensure EV chargers are included in transactions through the POS. This gives customers the additional ability to pay with cash, as well as traditional bank (credit or debit), local account and fleet cards. Facilitating the re-use of existing forecourt equipment, DX Power in conjunction with Prizma optimizes investments and provides site operators with clear visibility and control over payment options, and the status of EV chargers on their forecourt.

"The energy mix in the fuel and convenience retail industry is changing," said David McGuinness, director product management, electric vehicle charging, DFS. "DX Power will help future-proof businesses by allowing them to easily navigate the energy shift and ensure they're well prepared to serve a combination of customer needs. This solution further strengthens DFS's product portfolio around EV charging, following on from the launch of the Power UX 180 Electric Vehicle Charging System last year."

DX Power is compliant with applicable industry standards (OCPD and OCPI), European Union regulations and proposed Alternative Fuel and Infrastructure Regulations and is interoperable with applicable charge point operator platforms using open charge point interface and open charge point protocol for remote management and monitoring.

For more information about DX Power visit www.doverfuelingsolutions.com/dxpower

For more information about Prizma, visit: www.prizma-dfs.com/

For more information about Power UX 180, visit: www.doverfuelingsolutions.com/evchargers

Flexeserve Inc. Picks "Perfect Fit" Canadian Distributor to Help Operators Sell More and Waste Less

As part of the expansion strategy of Flexeserve Inc. across the Americas, Ontario-headquartered Permul has been selected as its sole Canadian distributor.

Flexeserve, world-leading hot-holding manufacturer and food-to-go specialist, chose Permul for its ethos, resources, range of complementary products and its stature within Canada's foodservice equipment market. As one of Canada's top three national distributors and rep groups, Permul has been bringing revolutionary foodservice equipment to operators for over 30 years.

President of the Americas at Flexeserve Inc., Dave Hinton, said: "Canada represents a massive opportunity for Flexeserve to transform hot food operations in this territory

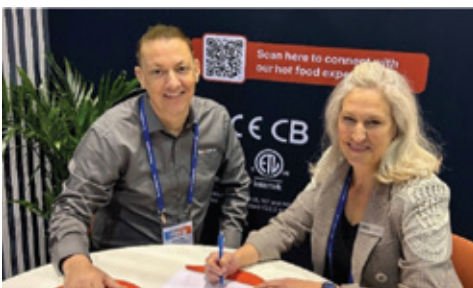
forever. We're delighted to have Permul on board, as we expand our support for customers across the Americas."

Adam Dyer, director of culinary for the Americas, said: "When it comes to selecting distributors and reps, we want companies that align with us and embrace Flexeserve Solution. They need to have the skills and facilities to deliver our world-renowned service beyond the sale. Permul has an excellent team of culinary specialists that will ensure Canadian Flexeserve customers can maximise the benefits of our technology to sell more and waste less."

Permul can now offer customers unrivalled, innovative hot-holding technology across a range of units that includes the Queen's Award-winning Flexeserve Zone, Flexeserve Zone Rear Feed and Flexeserve Hub.

Stephanie Perry, president of Permul, said:

"Flexeserve's equipment and expertise present a huge opportunity in grab and go, as already demonstrated by their existing Canadian customer base. We've seen a strengthening consumer demand for food-to-go, but a lack of efficient and effective display and merchandising options means that there is significant, untapped potential in our territory. What excites all of us at Permul is this unique proposition – Flexeserve is about more than simply displaying hot food. Like us, they care about all aspects of a hot food operation and are focused on a great experience for the customer of our customers – the consumer. With our culinary team, headed up by two brilliant development chefs – Lisa Lafond and Steve Biggin, we can help our customers create a hot food program they never thought possible. The success is not just in the sale – it's in the ongoing relationship."



[L-R] Dave Hinton, President of the Americas for Flexeserve Inc.; Stephanie Perry, President of Permul



[L-R] Director of Culinary for the Americas, Adam Dyer, and Flexeserve Head of Culinary, Billy Eatenton



[L-R] Permul development chefs, Lisa Lafond and Steve Biggin



Franke Wins Foodservice Hot Beverages 2023 Category Captains Award

Franke Coffee Systems–Americas was selected as the Foodservice Hot Beverages 2023 Convenience Store News Category Captain. Now in its 10th year, the award recognizes suppliers who excel in innovation, creativity, and for their contribution to growth and profits across the entire category.

“It is an honour to have the opportunity to work closely with our convenience store partners and colleagues. We see this award as a chance to share our category insights, help solve category challenges, and to inspire thought leadership that benefits the entire foodservice hot beverages category – that is exciting for the Franke team” said, Corrie Byron, president of Coffee Systems at Franke. “As category captain of foodservice hot beverages, we look forward to finding new ways to adapt to this everchanging

channel and to elevating the guest coffee experience with our convenience store partners.”

In the c-store channel, foodservice category sales growth is driven primarily by prepared food and hot dispensed beverages. A good coffee program is critical to the hot dispensed category–today’s consumers expect high quality coffee, wherever they go. Franke’s product innovation around bean-to-cup equipment, most recently introducing the A400 Fresh Brew, grind whole beans fresh for each cup – delivering on consumers expectations for high quality while also reducing waste by brewing on-demand. This type of innovation contributes to category sales growth and allows Franke to customize coffee programs to meet the specific needs of its customers.

“Consumer preferences and away from home coffee consumption has changed in recent years.” said Brittany Tresemer, marketing director at Franke. “This award aligns with our commitment to our customers to be innovative, creative, and insightful to meet the needs of the evolving consumer. At Franke, we help drive growth through category insights, merchandising solutions, webinars, and product innovation to meet our customer needs and to grow the category.”



Husky Corporation Names Mike Ellrich as New Vice President of Sales

Pacific, MO – Husky Corporation, a leading provider of fuel dispensing products and services, announces the appointment of Mike Ellrich as the new vice president of sales. Ellrich, previously the central regional sales manager at Husky Corporation, brings more than 27 years of experience in sales and business development to the role.

Ellrich has a proven track record of success in his previous roles, including managing customer service team and transitioning to central region sales manager for Husky. During his tenure as central region sales manager, Ellrich helped grow the region over the next 14 years, adding BJE responsibilities along the way. He is passionate about increasing sales by leveraging external manufacturer representative agencies and exceeding the needs of Husky customers.

“We are excited to have Mike take on this new role and bring his wealth of experience and passion for customer service to lead the sales team,” said Brad Baker, executive vice president of Husky Corporation. “We are confident that he will continue to make a significant impact on our company’s sales efforts and drive growth for the business.”

In his new role for Husky, Ellrich will have management responsibility for the Husky sales team. In addition, he will maintain his sales management role for the central region as a “player/coach.” This unique approach will allow Mike to continue to lead by example and drive sales growth in the central region while also providing guidance and support to the entire sales team.

“I want our customers to see Husky as a partner. I’ll always give the customer their due, listen to them, and do everything I can within my authority to help them out. That means goodwill,” Ellrich said. “When people think of Husky, besides being a great manufacturer, I want them to know Husky is a company that cares, literally cares, about our customers.”

Ellrich said he is excited to take on this new role and is looking forward to working with the team to achieve the company’s sales goals.

For more information about Husky Corporation, visit www.husky.com.

OPW Retail Fueling Exhibits at WPMA EXPO 2023

Smithfield, NCOPW Retail Fueling, a global leader in fluid-handling solutions exhibited at the Western Petroleum Marketers Association’s WPMA EXPO 2023, held from Feb. 21-23 at the Mirage Hotel in Las Vegas, NV.

OPW Retail Fueling highlighted three new products among a wider selection of its leading dispensing, fuel-containment and product-transfer solutions for the retail-fueling industry during the show, all of which have been designed to help optimize performance for fuel-site operators:

- **TSE Tank Sump:** The TSE Tank Sump is the latest addition to OPW’s E-Series Containment Sump product family. TSE sumps are part of the industry’s first composite containment system built using the advanced fiberglass Sheet-Molded Compound (SMC) manufacturing process, which results in a high-quality sump that increases peace of mind for fuel-site operators. The SMC manufacturing process also gives the TSE sumps the shortest delivery lead times in the industry, consistent wall thickness and smoothness for a watertight seal and a value price when compared to competitive fiberglass tank sumps.
- **DSE Dispenser Sump:** The DSE Dispenser Sump is also manufactured using SMC technology that allows it to provide consistent best-in-class quality and wall thicknesses, fast lead times and affordability in one package. Its design also gives site operators quick and easy access to dispenser plumbing, shear valves and underground piping connections while serving as a reliable way to prevent leaks and other harmful liquids from seeping into the surrounding soil and groundwater supplies. The new design also allows the sump bases to be stacked/nested during storage, maximizing precious distributor warehouse or job trailer space.
- **14HC High-Flow Diesel-Capture Nozzle:** OPW’s 14 Series of Clean Fueling Nozzles, the 14HC model has been designed with a one-inch spout and inlet to cut diesel-fueling times in high-flow applications and does it with none of the resultant dirt and grime that can linger on the nozzle and stain the dispenser and forecourt. The 14HC’s patented diesel-capture design incorporates a special chamber that captures residual fuel before it is reintroduced into the fuel stream during the next fueling process, resulting in a cleaner, greener fueling experience, even in high-flow fueling activities traditionally found at truck stops and hybrid convenience stores with high-speed truck-fueling islands. The 14HC has been approved for use with diesel blends up to B20.

To learn more about OPW Retail Fueling products and expertise, visit opwglobal.com/opw-retail-fueling.

Ad Index

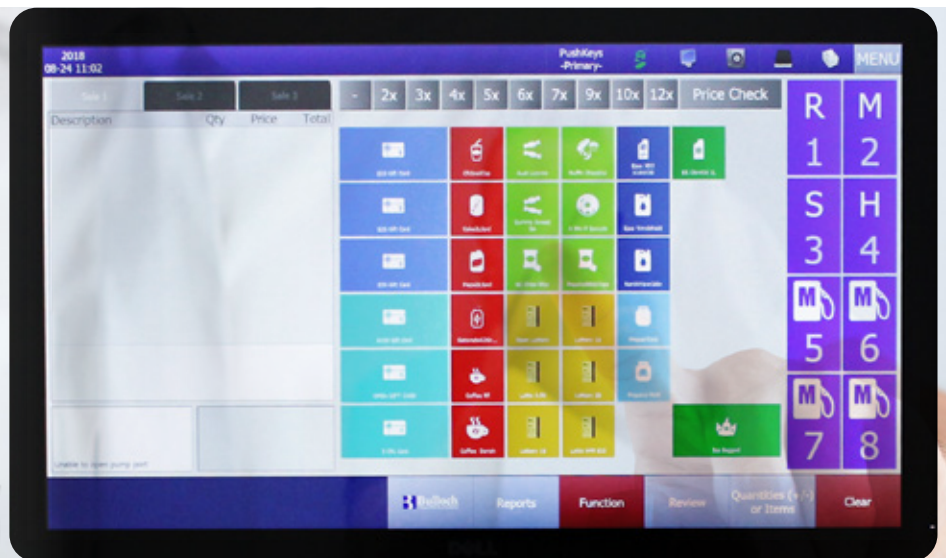
Air-Serv.....	31	MI Petro	13
BlastOFF	35	Modern Wash.....	24
Bulloch Technologies	46	Mosmatic	26
BUNN	10	NLS Lighting.....	37
Distribution Regitan	27	NRCC.....	17
Con-Serv	38	OPW Retail Fueling	41
Dover Fueling.....	38	Parkland	OBC
Franke	9	SEB.....	6
Istobal.....	20	Washworld Inc.....	IBC
Mondo	IFC	Women in Carwash™	12, 23

When Dependability Matters

Advanced Petroleum POS Software

- Direct Gilbarco & Wayne OPT EMV integration.
- Seamless cloud integration.
- Standard based, proprietary and local only loyalty capabilities.
- Connexus (NacsXML) interfaces.
- PA-DSS certified.

www.BullochTech.com



Bulloch
TECHNOLOGIES
www.bullochtech.com



Vehicle Wash Systems **BUILT TO LAST**

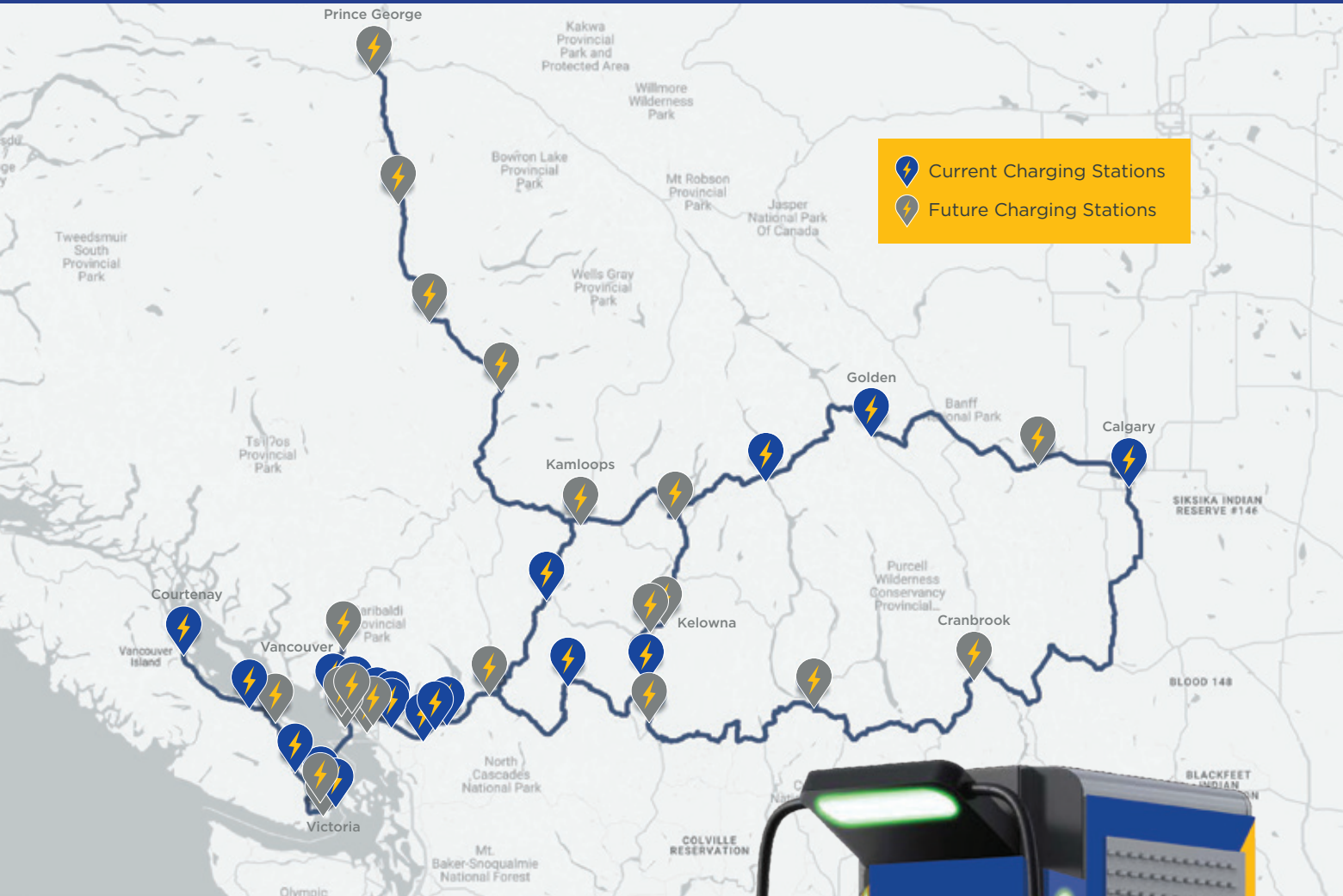


Razor® Double Barrel is specifically designed with two spray arch manifolds, one high pressure and one low pressure, to intensely maximize the wash your car receives. Double Barrel's power blasts away pesky bugs and dirt leaving your car exceptionally clean.

All of Washworld's vehicle wash systems are designed with an emphasis on durability, simplicity of use and reduced maintenance.

Call us today to find out more about our car wash systems!
920-338-9278 | 888.315.7253 | www.washworldinc.com





We are leading the *charge*

We are doubling our EV charging network to 50 locations from Vancouver Island to Calgary by 2024. On top of ultra-fast charging, each ON the RUN EV Fast Charge location offers extended hours, one-stop shopping, and dining options. Range anxiety will be a thing of the past!

Learn more about our EV charging network at www.ontherunstores.com/ev-charging

