



*** FOR IMMEDIATE RELEASE ***

Derek Zahajko
CAF Environmental Solutions
(425) 433-8277
(888) 894-4111 fax
www.mycaf.com

NACS Show Attendees Rate SKINZZ® and TOUCH UP™ Top Cool New Products

CAF New Products SKINZZ® Protective Shields and TOUCH UP™ Custom Paint Ranked 6th in NACS 2013 Cool New Products

Atlanta, GA, October 17, 2013 – On the final day of the NACS Show, attendees checked out the *Cool New Product Preview Room* for the fourth and final day and made their selections for the 2013 NACS “Top 10 Cool New Products.” Making this year’s list was CAF Environmental Solution’s display featuring two of their cool new products to help retailers maintain and improve their store image.



Visitors to the NACS Cool New Product Preview Room use handheld scanners to capture product details, exhibitor booth numbers and contact information. Upon leaving the Preview Room, attendees turned in the scanners and received a customized print out of each item scanned.

Store image and cleanliness was a recurring theme throughout this year’s NACS show, as a way for retailers to grow their c-store business. In one popular education session providing retailers a Playbook for Success, executives from retailers Mid-Atlantic Convenience Stores, Holiday Station Stores and Wawa. recognized store cleanliness as a top core need for growing c-store business. So it came as no surprise, when retailers ranked CAF’s new image-conscious products 6th overall out of 280 entries to the Cool New Product Preview Room.

SKINZZ® is a patent pending, optically clear protective shield that combats equipment vandalism and general wear and tear. Until today, equipment owners were forced to replace damaged equipment from vandalism and wear and tear. Now, SKINZZ hard-coat surface protects against vandalizing scratches, graffiti, acid etching, hard-water stains, and harmful UV rays. SKINZZ protective shields are available for all display screens and membrane keypads for popular equipment from manufactures like Gilbarco®, VeriFone®, Wayne® and other high-impact areas of retail fueling facilities. SKINZZ maintains your brand, extends the life of your equipment, and will eliminate costly and avoidable maintenance worth hundreds, even thousands, of dollars.

TOUCH UP™ is a patent pending, easy to use paint solution that helps retailers maintain brand image without messy paint cans, brushes and other supplies. TOUCH UP's innovative bottle and sponge applicator allows users to touch up surfaces quickly and easily without difficult cleanup. TOUCHUP is available in pre-matched colors for all major fuel brands, simplifying the purchasing process for fuel retailers trying to match their current colors.

"We at CAF are constantly working with our customers to provide innovative solutions to the operational and maintenance challenges observed in the industry and these products are a perfect fit!" said Perry Paganelli, CAF Executive Vice President, Sales. "Retailers are very familiar with the idea of using a protective screen to prevent damage to expensive personal equipment like smart phones and tablet devices. Naturally, it makes sense to similarly protect the expensive equipment and screens operated in self serve environments in your stores."

SKINZZ and TOUCHUP offer a means for on-site personnel to quickly and easily improve the image of their location by removing vandalism and other unwanted marks from equipment and other outdoor surfaces. In a recent study on vandalism of major public transportation systems in cities ranging from New York to Los Angeles, researchers observed decreased vandalism as a result of quickly removing graffiti. Immediate removal of graffiti proved to reduce the incentive for would-be vandals seeing their work on display and resulted in a significant reduction in future vandalism. (Source: *Getting Up: A Graffiti Documentary*)

This also contributes to an overall clean and safe image for the location which is the first important step in NACS's Playbook for Success to bring traffic to help retailers grow their business.

CAF is the leading manufacturer of environmentally friendly and safe outdoor cleaning products. CAF follows key LEED® principles and provides cost savings, utilizing green technologies. CAF's recent growth has landed them on the INC. Magazine's Annual 500|5000 list of America's Fastest-Growing Private Companies for two consecutive years. In 2012, CAF ranked as the 10th fastest growing manufacturer in the country. CAF's products are used at more than 10,000 locations throughout the United States and abroad, including many Fortune 500 companies. CAF continues to develop new solutions to outdoor cleaning problems using the latest in green technologies.

About CAF Environmental Solutions:

*CAF Environmental Solutions, headquartered in Maple Valley, Washington, is the leading manufacturer of environmental friendly and safe products for use in outdoor cleaning. Named two consecutive years to Inc. Magazine's Annual List of America's 500|5000 Fastest-Growing Private Company. True to its motto: **Clean GREEN Smart®**, CAF supplies a complete outdoor cleaning program to improve operational **safety**; while providing a **'systematic' approach**; with real **cost savings** – all while supporting LEED® principles with truly GREEN products. For more about CAF, visit www.mycaf.com.*

###