

CAF *LEADER IN OUTDOOR CLEANING*



www.mycaf.com



Create a 5-Star Experience Through Cleanliness

Implement a cleaning program with products, training and ongoing monitoring to differentiate your brand from the competition. Create a forecourt experience that your customers will love and drive sales.

PRODUCT PAIRED WITH TRAINING & SUPPORT

We don't just manufacture cleaning products - we partner with our customers to deliver consistently clean and customer ready experiences across all locations. CAF believes in the value of clean. Our goal is to produce the most effective, innovative cleaning solutions available and provide the training and execution support to ensure your safety and success.

[READ MORE](#)[REQUEST A DEMO](#)

SERVING OVER 30,000 +

Currently serving over 30,000+ locations throughout North America and Europe. Industries we serve include c-stores, maintenance facilities, grocery, government, commercial retail, banks, quick serve restaurants, parking, property management and more.



AWARD WINNING INNOVATION

Nationally recognized for providing innovative cleaning solutions that are safe, efficient, cost-effective and environmentally responsible.



TRAINING & EXECUTION

CAF partners with customers to deliver a consistently clean and customer ready experience across all locations. The key is the ongoing training and execution support which CAF provides to ensure your success.



CLEANING EXPERTS

We put our experience and best practices to work for you as cleaning experts and leaders in outdoor cleanliness to maximize your customers' experience.

Customer Spotlight



The City of Tallahassee has committed itself to be a leader in promoting (GREEN) environmental responsibility. One way in which we are going green is by cleaning green. We now use EXIMO Waterless Concrete Cleaner, a bioremediation powder that naturally removes oil stains from the concrete surface. I'm very impressed with the results and the application was easy. We've also chosen to use EXIMO because it's the right choice for the environment and an innovative example for businesses in our community."

- City of Tallahassee

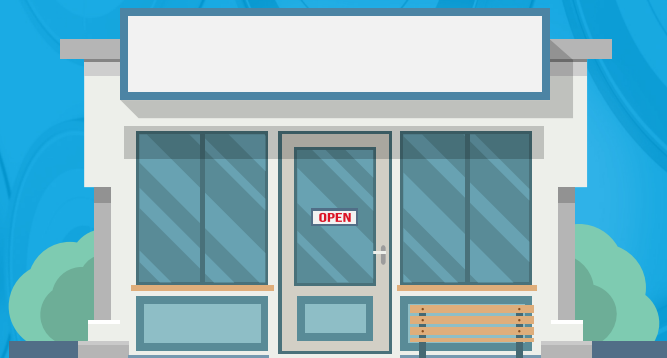


CLEAN STORES SELL MORE!

Stores with clean exteriors consistently sell more, earn higher profits, and have more loyal customers than dirty stores.



www.mycaf.com/SellMore



KEYS TO A SUCCESSFUL CLEANING PROGRAM

CAF products work! They are customer proven at thousands of locations across the globe in the toughest cleaning environments. Our experience has taught us that having the best products is only half the battle.

Products alone, without training, and ongoing leadership, will fail. That is why we align our goals and measure our success as your cleaning partner by the real-time data and feedback of your customers' experience at your facilities.



Products & Tools

CAF products are effective because they are designed to handle the challenges of outdoor cleaning.



Ongoing Training

Employee turnover is high. CAF provides ongoing training to ensure continued success.



Engagement & Leadership

CAF supports retail leaders with ready-to-use resources to engage store-level employees.



Monitor & Manage

By tracking order and mystery shop data, CAF can support real-time execution.



"I managed 100+ stores. CAF products impressed me, but what really won me over was the support after the sale. At CAF, they don't just sell cleaning products – they support our efforts to maintain clean and customer-ready stores across their entire network of sites. It's a great partnership."

Deanna Altman, National Account Manager

CLEANLINESS Is BUSINESS CRITICAL

Cleanliness isn't just about keeping consumers happy. It's also about keeping them safe.



(Sources: ISSA, M/A/R/C Research)



Google users search
4.08 MILLION
times per minute



Yelp users post
26
reviews per minute



OpenTable users post
1.3 MILLION
reviews each month



Why Does It Matter?



94% would use a business with a four star rating



57% would use a business with a three star rating



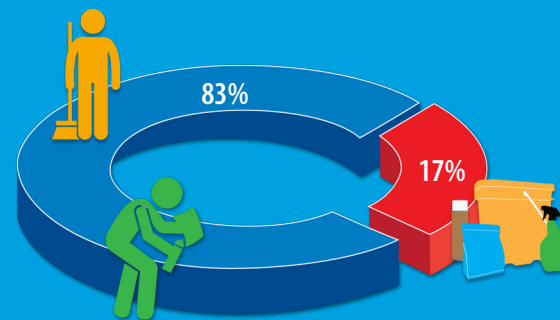
14% would use a business with a one or two star rating



Bad online reviews deter 62% of shoppers

TRUE COST OF CLEAN™

■ Labor Costs
■ Products & Tools Cost



Many businesses spend more on cleaning than they realize. Companies may only track supply purchases, but on average these expenses only account for 17% of the actual cleaning costs. The other 83% of costs come from labor required to complete the cleaning.

* Based on industry average 4.2 hours of cleaning per week at burdened cost of \$16.41 per hour. (Source: CSP 2017 SOI Handbook)

CASE STUDY

Clean Stores Sell More

For every dollar invested in clean, the average CAF Customer experienced a \$5.16 return

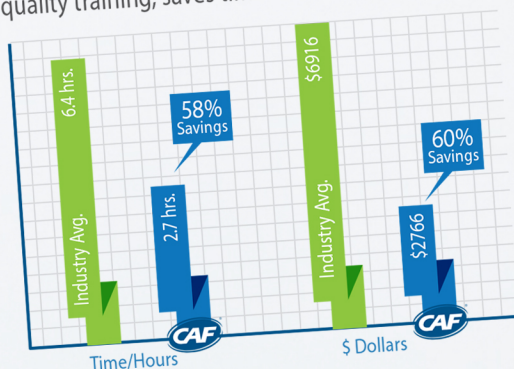
In the late 1980's the convenience store industry had its first renaissance of clean when it came to restrooms. By focusing on cleaner restrooms, the C-store industry became the destination for family stops, while changing the customers perception of their C-store experience.

Today C-stores are seeing a second renaissance of cleaning, but this time centered on their fueling forecourts. As more stores shift to fresh food strategies inside, improving their exterior image is quickly becoming the first step in building customer trust.

We followed five companies as they implemented forecourt cleaning initiatives and measured their results

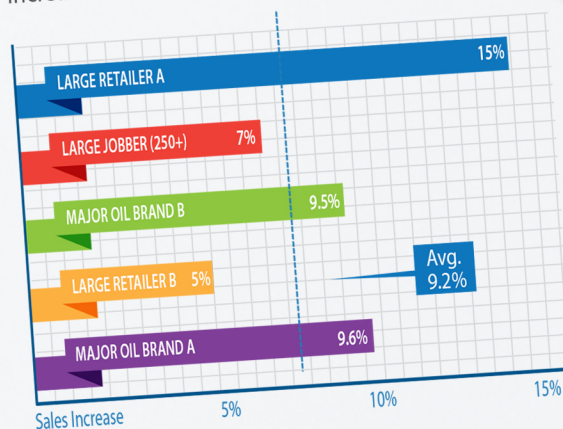
1. Cost Savings

Having the right tools for the job, combined with quality training, saves time and money.



2. Increased Sales

On average these customers experienced a 9.2% increase in sales.



Return of Investment (ROI)

For every \$1 invested in clean, the average CAF customer earned \$5.16 in increased sales return.



For a custom ROI analysis and potential sales increase, speak to a CAF specialist today:
 call (888) 737-0025 or visit www.mycaf.com.

CUSTOMIZED TRAINING IS YOUR PATH TO SUCCESS

CAF customizes product training based on your individual cleaning needs, and provides each employee with consistent, and interactive learning. We make training interesting, fun, and memorable while being easy to use.



INDIVIDUAL COACHING

- Onsite, in-person, group training sessions
- Outbound training, and support calls from CAF expert



CUSTOMIZED TRAINING DOCUMENTATION

- Illustrative step-by-step instructions
- Printed, and store branded training materials
- Multilingual training documentation available



PROACTIVE SUPPORT & TRAINING

- Ongoing training combating the effects of employee turnover



Customized training resources with your own branding



Mobile-friendly access



Periodic testing for user comprehension



Detailed reporting on execution, and participation



OUTDOOR CLEANING



FOOD SERVICES



AUTOMOTIVE



COMMERCIAL/INDUSTRIAL



FACILITIES MAINTENANCE

FLOOR

EXIMO®
Waterless Concrete Cleaner

FORO®
Asphalt Cleaner & Hardener

REACT®
Fuel Spill Neutralizer
Concentrate, Rapid Response

SURFACE

OTIS
Multi-Surface Cleaner
Concentrate, Wipes & Tabs

A.S.P.
Antimicrobial Surface Protection™

PROTERO™
Premium Surface Polish

SPRAY&GO®
Moss, mold, mildew & algae stain remover

GLASS

ORUS®
Squeegee Bucket Solution
Concentrate, and Tabs

FRIGO®
Winter Additive

CAR WASH

RENEW CAR WASH™
Tunnel & Bay Cleaner

SPECIALTY

LUXSS®
Polish + UV Protectant

SKINZZ®
Protective Shields

VIVX®
Graffiti Remover

RADO®
Gum Remover

SUMPUR®
Spill Bucket Cleanout Kit

TOUCHUP™
Custom Paint



Microorganisms and Enzymes

“ Bioremediation provides an environmentally friendly, less expensive, and more effective alternative to pressure washing. ”

BIOREMEDIATION

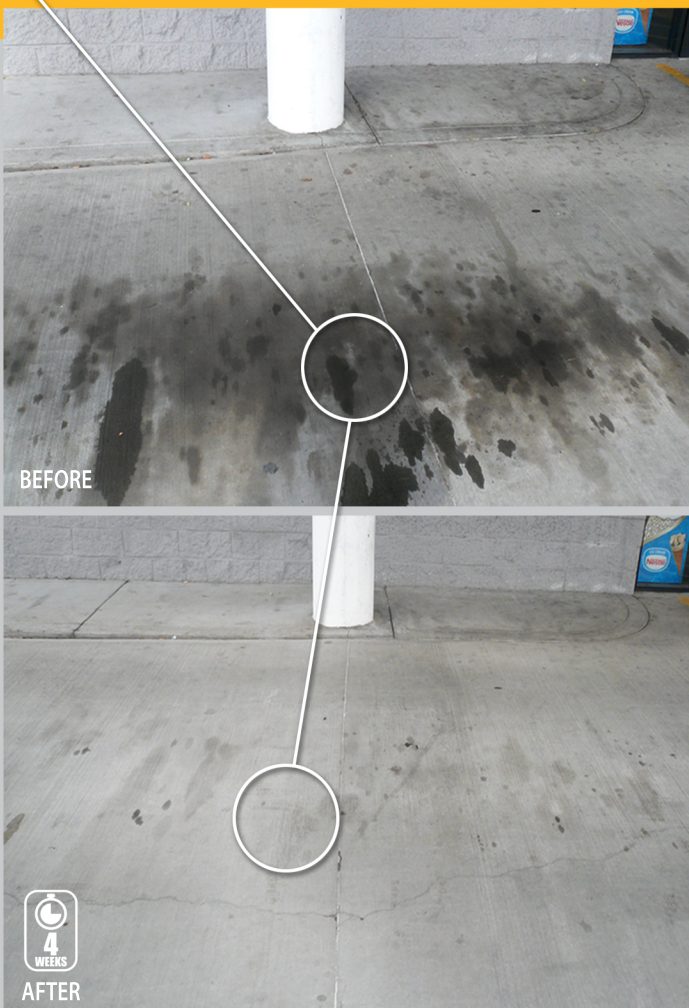
bio • re • me • di • a • tion | /bīōri mēdē āSHən/ noun

Bioremediation is the naturally occurring process where very small living organisms called microbes break down contaminants. The microbes are then able to consume the broken-down contaminants like oil and diesel as a source of food and energy. As a by-product of the digestion process, microbes release water, carbon dioxide, and other non-harmful amino acids. Bioremediation provides an environmentally friendly, less expensive, and more effective alternative to pressure washing or using detergents and degreasers.

WHY CHOOSE BIOREMEDIATION

- Microbes work 24/7 – cleaning after, and between applications
- Saves 30% - 80% on annual pressure washing costs
- Unlike pressure washing, bioremediation continues to remove hydrocarbons below the surface
- Environmentally friendly process
- Produces no hazardous waste, contaminated absorbents, or waste water run off
- Easy to apply with no retail operations “down time”

CAF products such as **EXIMO®** and **FORO®** are time driven solutions to remove oil and fuel stains on concrete and asphalt as shown in the example above. Results take only 4-8 weeks for complete stain removal. Continued product use will protect your surfaces from future spills and stains. **REACT's** innovative formula quickly suppresses fuel vapors and bioremediates to completely neutralize fuel spills.



BEFORE

AFTER



EXIMO® WATERLESS CONCRETE CLEANER

- All natural process breaks down hydrocarbon stains deep within pores of concrete
- Can be applied as both a dry or wet application
- Easy to use, no disposal, or water necessary
- Allow 4-8 weeks to see stain removal

Weight: 36 lbs.
Covers: 16,500 sq. Ft.
Part #: XMO36
Sizes: 36 lbs., 18 lbs.,
3 lbs., 12 oz.
UPC: 689076716932

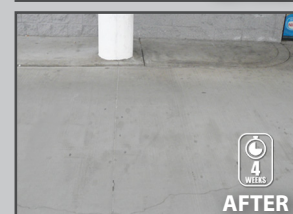
Available color options



*Only available in 18 lb.



BEFORE



AFTER



FORO® ASPHALT CLEANER & HARDENER

- All natural process to remove oil, harden asphalt, and protect pavement
- Restores asphalt integrity
- Easy to apply, no disposal necessary
- Allow 4-8 weeks to see stain removal

Weight: 15.75 lbs.
Covers: 3,825 sq. Ft.
Part #: FOR18
Sizes: 18 lbs., 8 lbs.,
2.8 lbs.
UPC: 850487003663



BEFORE



AFTER



REACT® FUEL SPILL NEUTRALIZER

- Suppresses fuel vapors reducing flammability
- Reduces hazmat requiring no absorbents for small spills
- Decreases slip, and fall by increasing overall traction
- Saves costs in both labor and disposal
- Meets NFPA 30a for operational compliance

Volume: 64 oz.
Yields: 8 gal.
Item #: RCT64
UPC: 850487003687
Case: (6) 8 oz. pouches
Yields: 6 gal.
Item #: RCTRR
UPC: 850487003908



ABSORBENT



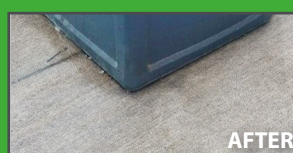
REACT®



TIP: For tough diesel stains, or non-fuel stains like coffee, soda, tobacco, and more, use OTIS Multi-Surface Cleaner.



BEFORE



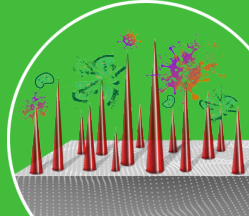
AFTER

A.S.P. ANTIMICROBIAL SURFACE PROTECTION™

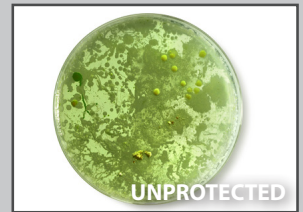
- EPA registered, and tested
- Long-lasting protection for high-touch surfaces
- Huge overall cost and labor savings



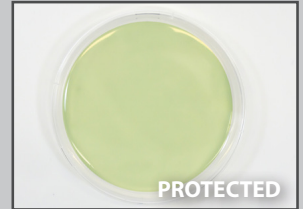
48 oz. ASP Atomizing Sprayer sold separately



Volume: 32 oz.
Yields: 1.5 gal.
Item #: ASP32
UPC: 850022489006



Can be applied using:
• 48 oz. Atomizing Sprayer
• 32 oz. Bottle Sprayer
• 1 gal. Sprayer



OTIS MULTI-SURFACE CLEANER

- Removes hydrocarbon, diesel, and grime build-up
- No scrubbing required, just spray then rinse off
- Safe on equipment - manufacturer recommended
- Use on concrete surfaces for tough stains
- NSF certified for safe use on food surface areas



NSF

Also comes sold as OTIS Wipes and OTIS Tabs

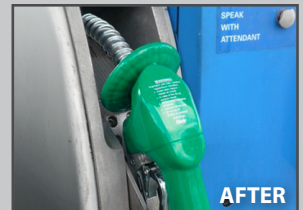
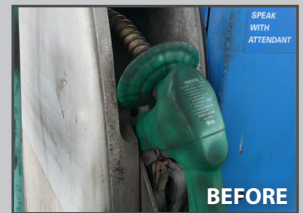
Weight: 2.2 lbs.
Yields: 70x32 oz bottles
Item #: OTS2
UPC: 850487003236

OTIS Wipes: 90 Wipes

Item #: OTSW
UPC: 850487003601

OTIS Tabs

Yields: 36x32 oz bottles
Item #: OTST
UPC: 850487003618



PROTERO™ PREMIUM SURFACE POLISH + UV PROTECTION

- Restores, polishes, and protects
- Works great on metal, stainless steel, rubber, and plastic surfaces
- Safe on equipment
- Ready-to-use formula



NSF

Weight: 2.2 lbs.
Yields: 32 oz.
Item #: PRO
UPC: 850487003304



SPRAY&GO® MOSS, MOLD, MILDEW & ALGAE STAIN REMOVER

- Simply spray and walk away - requires no scrubbing, rinsing, or pressure washing
- Effectively removes tough stains from most surfaces
- Safe application - no bleach, non-acid formula
- Long lasting, advanced stain remover



Volume: 1 gal.
Yields: 6 gal.
Item #: SNG
UPC: 850487003328





ORUS® SQUEEGEE BUCKET SOLUTION



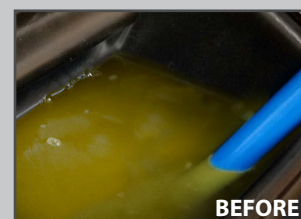
- Designed specifically for squeegee buckets
- Eliminates "swamp odor"
- Removes dirt, grime, salts, bugs, and other contaminants
- Tablets are convenient, quick dissolving
- Phosphate-free formula

ORUS Concentrate

Weight: 5.3 lbs.
Yields: 1,000 gal.
Part #: ORUS
UPC: 850487003052

ORUS Tabs

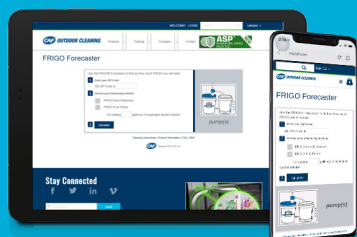
Weight: 1.7 lbs.
Yields: 338 gal.
Part #: ORST
UPC: 850487003380



FRIGO® WINTER ADDITIVE



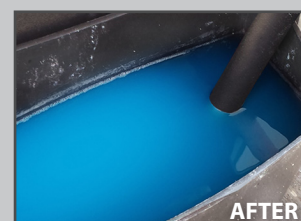
- Extends the effective temperature range of cleaning down to -45° F
- Significant cost savings and elimination of operational challenges compared to pre-mixed gallon jugs
- Simple "use what you need" LEED® principle solution



Use www.mycap.com/frigo to get current temperature for mixing.

FRIGO Concentrate

Volume: 5 gal.
Yields: Varies
Part #: FGO
UPC: 850487003045



SPECIALTY

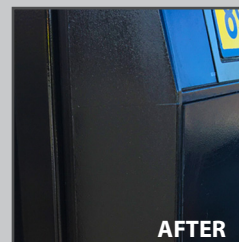


LUXSS® POLISH + UV PROTECTANT WIPE

- 80% UV Protection
- Saturated to polish large areas quickly
- Protects painted metal, plastic, laminate, rubber, and wood surfaces



BEFORE



AFTER

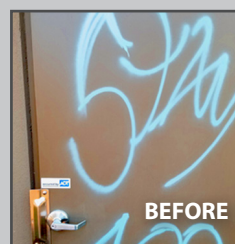
Weight: 3.0 lbs.
Yields: 90 Wipes

Item#: LXS
UPC: 689076716833

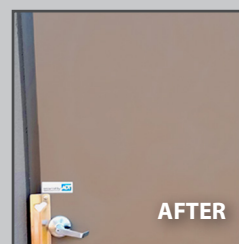


VIVX® GRAFFITI REMOVER

- Easy to use, spray gel formula
- Removes spray paint, permanent marker, tar, and adhesive residue
- Removes graffiti from most surfaces



BEFORE



AFTER

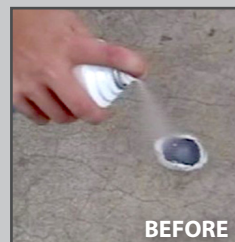
Weight: 15 oz.
Yields: Varies

Item#: VVX
UPC: 850487003137

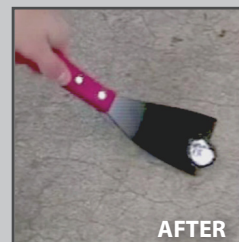


RADO GUM REMOVER

- Freezes gum from surface for quick removal
- Works on concrete, plastic, laminate, and tile surfaces
- Leaves no residue or stain



BEFORE



AFTER

Volume: 7 oz.
Yields: ~110 Uses

Item#: RADP
UPC: 850487003182

SUMPUR® SPILL BUCKET CLEANOUT KIT

- Stand-up use for increased visibility, and safety
- Simple absorbent pad change, requiring no touching of hazardous absorbent materials
- Makes cleaning spill buckets easier, saving labor, and costs



BEFORE



AFTER

Weight: 7.3 lbs.
Kit: 4 Pieces

Item#: SUMKIT
UPC: 850487003675

TOUCHUP CUSTOM PAINT

- Easy to use, all-in-one spot paint solution
- No spill, hassle-free applicator
- Pre-matched for major brands, and custom colors available



BEFORE



AFTER

Volume: 2.3 oz.
Yields: Varies

Item#: TUP
UPC: 850487003403

RENEW CAR WASH



RENEW CAR WASH™ BAY & TUNNEL CLEANER

- 3 SIMPLE STEPS - Spray on, scrub and rinse
- SAFE - No hazmat suit needed
- ACID FREE - No Hydrofluoric acid
- VALUE - Save cost and labor
- RECLAIM SAFE - Creates an ecosystem that reduces the growth of bad bacteria that causes smell and sludge.

Volume: 2 gal.
Coverage: 6,160 sq./ft.
Item #: RCW2
UPC: 850487003984



SKINZZ



SERVICE REPAIR

Trip Charge	\$75
Service Call	\$75 per hour
Installation	\$80-\$399 avg.
Equipment replacement	
Total	\$230 - \$540

VS

SKINZZ PROTECTION

Protect Entire Dispenser	
SKINZZ	\$40 - \$60 <i>(all screens protected)</i>
Installation	\$2.25 <i>(10 min. install @ \$16/hr)</i>
Total	\$47 - \$62

Savings!

\$182 - \$478

SKINZZ® PROTECTIVE SHIELDS

- Protects equipment from vandalism, UV damage, and keypad wear & tear
- Cost effective protection vs. replacement
- Easy, self-installation, and removal
- Custom sizing available

Effective on:

Screens, displays, soft key, keypads, glass areas, and indoor/outdoor surfaces

Sizing:

Variable upon equipment/sizing

Dispenser Brands:

Gilbarco, Wayne, Verifone



Learn more at www.mycar.com/skinzz

PROTECTION FROM



Scratches & Etchings



Vandalism



UV Damage



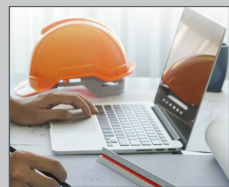
Wear & Tear



ATM



Cashier/Debit



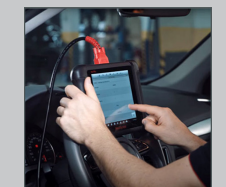
Onsite Devices



Public Locations



Retail



Tech Devices

PROTECTION ON

UPGRADING TO EMV?

SKINZZ® Protective Shields are available for all fuel dispensers with an upgrade to the new EMV technology.



INDOOR CLEANING



SURFACE

OTIS NSF
MULTI-SURFACE CLEANER
Concentrate, Wipes, Tabs

A.S.P.
Antimicrobial Surface
Protectant™

PROTERO™ NSF
PREMIUM SURFACE POLISH



360° CLEAN®
MULTI-SURFACE CLEANER



- Non-toxic, safe for use in food prep areas
- Formulated to cut through grease and grime
- Use only what you need, light to heavy duty cleaning
- Cost effective concentration

Volume: 32 oz.
Yields: (32) 32 oz. applications
Item #: MSC
UPC: 850487003113

DISINFECTANT

360° CLEAN®
DISINFECTANT



- Kills COVID-19 virus*
- Cost-effective concentrate
- Cleans, disinfects & deodorizes
- Acts as a virucide & bactericide
- Kills 99.9% of bacteria and viruses on hard, non-porous surfaces
- Non-acid, neutral pH disinfectant cleaner

* Kills SARS-COV-2 virus (COVID-19 virus) on hard, non-porous surfaces.

Volume: 32 oz.
Yields: (32) 32 oz. applications
Item #: DSC
UPC: 850487003472

GLASS

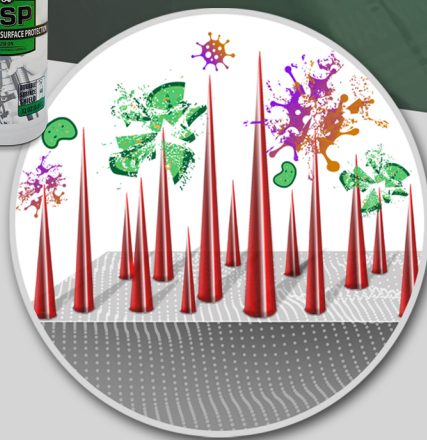
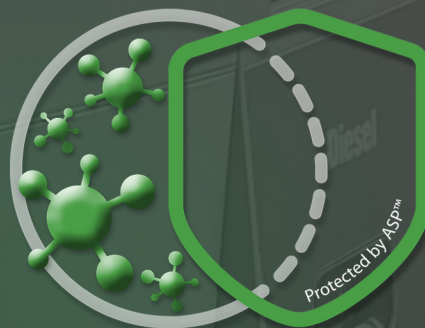
360° CLEAN®
GLASS CLEANER



- Breaks down dirt and grime leaving no residue
- Streak-free formula for both interior and exterior use
- Ammonia free
- Cost effective concentration

Volume: 32 oz.
Yields: (32) 32 oz. applications
Item #: GCC
UPC: 850487003212

ASP. Antimicrobial Surface Protection™



24/7 Antimicrobial Surface Protection



Will not wipe off with repeated cleaning or use



EPA registered, patented formula

The strong positive charge attracts microbes while the sharp points pop and disrupt the cell membrane of any microbes that come in contact with the active surface – like popping a water balloon.

FUEL SPILL RESPONSE PREVENT SPILLS FROM IGNITING!



An estimated average of 160,910 fires per year involving ignition of a flammable or combustible liquid as the type of material first ignited, including 105,520 fires per year in or at businesses or other properties.

These fires caused estimated losses of 454 civilian deaths per year; 3,910 civilian injuries per year, and \$1.5 billion in direct property damage per year.

Structure Fires Beginning with Flammable or Combustible Liquid:

	Non-Home
Fires	11,710
Civilian deaths	34
Civilian injuries	458
Direct property damage	\$374 (in millions)

REACT



Source: Fires Starting With Flammable or Combustible Gas or Liquid, John R. Hall, Jr., February 2014, NFPA

— Serving over 30,000 + locations worldwide.



CAF *LEADER IN OUTDOOR CLEANING*
(888) 737-0025 | www.mycaf.com

CAF: Citius, Altius, Fortius - Latin for "Faster, Higher, Stronger"

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Implement a cleaning program with products, training and ongoing monitoring to differentiate your brand from the competition. Create a cleaning experience that your customers will love and drive sales.

 www.mycaf.com/MeetCAF