



LEADER IN *OUTDOOR CLEANING*



OUTDOOR BRAND ENHANCEMENT

■ Program for Jobbers

How Does Your Brand Look...



...With Their Execution?

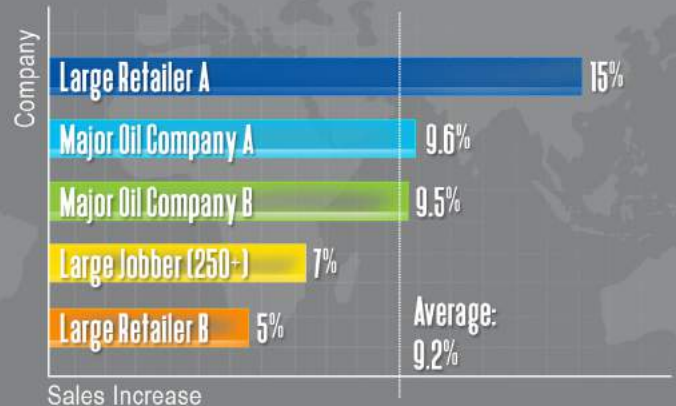


Maintaining Brand Image Demands is... well, HARD!

Independent retailers everywhere believe there is a major disconnect between their Brand's overwhelming expectations for them and the daily challenges they face. Even the ones that don't are still struggling to maintain a consistently clean store!

A Case for Cleaner Stores

We tracked 5 companies before and after implementing a cleaning program, and here are their results:



Complete Outdoor Program

YOUR STORE



Key Highlights

- Incorporate a valuable co-branded outdoor cleaning program
- Offer a one-stop shop for your Dealer's outdoor cleaning challenges
- Improve mystery shop and brand image scores

“ In 6 months, the number of stores meeting brand standards for exterior cleanliness has increased by 27% ”
- Texas Petroleum Marketer

Industry: Convenience Store
Headquarters: Houston, TX
Locations: 250+



Training & Execution Support



Cleaning Experts & Value-Added Partner



Innovative Products





Most Commonly Missed Mystery Shop Points:

When it comes to cleanliness, the areas that receive the lowest brand image scores are those found near the fueling area and store's exterior.



Other Common Cleaning Challenges



We Can Help!

(855) 208-6494 | www.mycaf.com/dealers

Contact us today to learn how improving your dealers' brand image scores by 6% could mean a 4% increase in their fuel sales.

