



Environmental Solutions

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Free Online Resource Center for Retailers Improves Customer Experience

New website offers C-Store retailers free access to best practices, online tools and resources to improve customer experience through cleaner stores with ease.

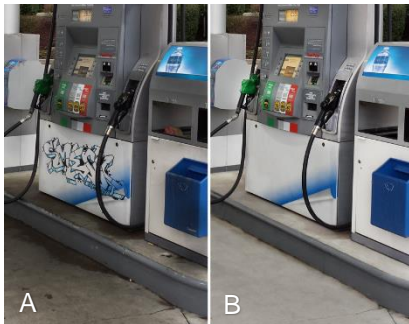
Maple Valley, WA, April 5th, 2016. CAF Environmental Solutions has launched a free online resource center for C-Store retailers looking to improve their image, and drive more customers into their stores. The new portal is a culmination of best practices, tools and resources designed to give C-Stores the best chance of success when rolling out and sustaining a new cleaning program. [CAF FastTRACK](http://www.mycaf.com/fasttrack) (<http://www.mycaf.com/fasttrack>) offers free tools to allow C-store owners to assess their current operations, design a personalized cleaning program both inside and outside of the stores as well as tools to help execute and monitor a sustaining cleaning program.



“Competition among C-Stores and competing channels has never been so intense and the fight against decreasing fuel volumes, dwindling tobacco sales and the higher customer expectations to truly compete in growing foodservice sales is separating the herd,” says Mike G. Zahajko, Executive VP of Sales. “FastTRACK provides a rich and dynamic do-it-yourself experience for identifying challenges in maintaining a consistently high brand experience.”

Implementing a cleaning program for a C-Store can be a difficult task. From product selection to training, driving employee engagement to monitoring for consistent results, the list of To-Do's is often long for retailers looking to commit to cleaner stores. CAF FastTRACK simplifies this process, and provides step-by-step tools to help retailers design, roll-out and maintain a successful cleaning program, complete with templated training documents, videos, presentation templates, printed collaterals and more that a retailer can easily customize to fit their own needs.

Survey results¹ from some of the top industry leaders have highlighted how clean stores play a role in a customer's decision to stop and shop. “Cleanliness” was also the top answer when survey participants were asked what they like most about their favorite C-Store chain. CAF's FastTRACK helps overcome common challenges and gain internal alignment on the need for change and the benefits by implementing the improved cleaning program. Explore today how cleaner stores and CAF's products with continued support can positively impact your customers' experience.



A) Dirty forecourt consisting of oil stains, graffiti, unpolished pump and handles, gum, soda stains and unclean surfaces. B) Complete clean forecourt using environmentally safe products by CAF (no pressure washing involved).

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 three consecutive years by retailers to NACS' Annual list of Top 10 Cool New Products for its commitment to bringing innovative solutions to market. 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 <http://www.mycaf.com>.

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¹Convenience Store News/King Retail Solutions. 2015. *New Study Analyzes What Well-Loved C-stores Do*

The San Diego News Tribune. 2014. Clean stores top shoppers' Priority Lists

Boston Consulting Group (BCG Perspectives). 2013. The Evolving Convenience-Store Consumer.

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