

FOR IMMEDIATE RELEASE: April 25, 2018

Geoff Allen
Marketing Manager
425-748-8214
gallen@mycaf.com

COOL NEW PRODUCTS BATTLE IT OUT DURING NACS SUMMIT

Cleanliness & Safety Trending Upward as CAF Outdoor Cleaning Makes Top-10 Again

Chicago, IL: Finding cleanliness and safety products displayed alongside the latest in cold brew coffee or salty snack foods may seem out of place, but for company leaders at the NACS State-of-the-Industry Summit last month, the message was clear: safety and cleanliness at convenience stores are potential profit drivers.

[Recent research](#) shared with CSP Daily News shows that aside from price and fuel quality, the cleanliness, brand reputation, and safe environments, drove preferences for fueling choices. Frank Beard, a C-Store Retail Analyst from GasBuddy, stated: *“This shows that consumers are willing to be loyal to brands with the right customer experience and product offering.”*



NACS SOI 2018 attendee scans FORO/REACT

Mike G. Zahajko, VP of Sales, at CAF Inc. shared: *“We see new food items and other products dominate top-10 lists at NACS trade shows, which is what you would expect...But, the industry is catching on and seeing they can truly set themselves apart by making their stores cleaner and safer. It’s exciting to be recognized by the industry for our efforts.”*

The two new offerings to place in the Top 10, attest to CAF’s commitment to help the industry focus on cleaner and safer experiences for their customers.

- [FORO Asphalt Cleaner & Hardener](#), uses an all-natural bioremediation process to remove oil, and then hardens the asphalt, all of which reduces maintenance costs and increases the safety and attractiveness of parking lots and other paved areas.
- [REACT Fuel Spill Neutralizer](#), quickly reduces fuel spill flammability and bioremediates oil, all while eliminating the need for absorbents or removal of hazardous waste like other products currently on the market.

About CAF, Inc.:

For over 15 years CAF Inc. has helped thousands of businesses gain an edge on their competition by having more attractive stores. By using our innovative suite of environmentally-friendly cleaning products and our industry-recognized training & support we can help create lasting experiences customers deserve. Visit us at mycaf.com for more information.