



***** FOR IMMEDIATE RELEASE *****

Geoff Allen
CAF Outdoor Cleaning
(425) 433-8277
(888) 894-4111 fax
www.mycaf.com

New Product Stops Fires Before They Start

CAF Launches REACT Fuel Spill Neutralizer to Replace Antiquated Methods for Responding to Petroleum Spills

Maple Valley, WA, October 9, 2017 – CAF is pleased to announce the launch of their newest product REACT Fuel Spill Neutralizer to help America better respond to fuel spills, and help prevent the number of fires resulting from spilled fuels. When applied to fuel spills, REACT quickly reduces immediate hazards such as flammability and inhalation, while also treating the long term impacts of contaminants to customers and the environment.

According to the National Fire Protection Association (NFPA), each year in the U.S. there are an average of 5,020 fires at gas stations that result in an estimated \$20 million in direct property damage. The NFPA reports the most common item first ignited at service stations were flammable and combustible liquids and gases.¹

Traditional spill response methods fall short in two primary functions. First, existing solutions fail to adequately suppress fuel vapors. Fuel vapors are often the first item ignited in an incident, and studies show chronic personnel exposure to fuel vapors can lead to long term health hazards. Second, traditional responses to fuel spills require contaminants to be absorbed, collected and disposed of according to local hazardous waste disposal guidelines.

REACT brings new technology to the spill response field. REACT's patent-pending formula uses a combination of micro-emulsion and bioremediation technology to not only suppress the short term risks presented by fuel vapors, but also remediate the long term contaminants left behind on surfaces. For end users, REACT has the potential to drastically increase the response-readiness for small to medium sized spills, while also reducing the clean up costs. By remediating the contaminants on-site, no hazardous waste is created requiring disposal.



“Clearly, gas station operators don’t want a fire at their locations” says New Product Development Manager, Eric Jensen. “But existing methods available never gave them the tools and training they needed to properly respond. REACT gives store operators a quick, easy and low-cost method for responding to small to mid sized spills and preventing fires.”

CAF’s Vice President of Sales, Mike G. Zahajko noted, “our customers are committed to safe and environmentally responsible methods for serving their communities. Occasional surface fuel spills are an unpreventable part of their business. REACT gives each store the ability to properly respond to fuel spills.”

CAF is delighted to launch REACT at the 2017 National Association of Convenience Stores (NACS) tradeshow in Chicago. CAF will be entering REACT into NACS’s *Cool New Products* display, where they hope to win an unprecedented 5th consecutive year placement in the Top 10 Cool New Products list. CAF will also be partnering with Gas Buddy in an education session at the upcoming NACS Show on *Do Online Ratings And Reviews Trump Mystery Shop Data?* to help retailers leverage their online reviews, to provide a 5-star customer experience, and grow sales.

About CAF Environmental Solutions:

Research shows that stores with a clean exterior consistently sell more products and earn higher profits than dirty stores. In short: clean stores sell more. Is your business behind in outdoor cleanliness or image standards? CAF is the leader in outdoor cleaning and c-store image solutions. As the experts, CAF helps convenience retailers eliminate their toughest cleaning challenges. Partnering with CAF means access to top-notch operational support, personalized training, and award-winning products. For more about CAF, visit www.mycaf.com.

#

1. NFPA’s “Fires at U.S. Service Stations” report, April 2011:
<http://www.nfpa.org/news-and-research/fire-statistics-and-reports/fire-statistics/fires-by-property-type/business-and-mercantile/fires-at-us-service-stations>