

**FOR IMMEDIATE RELEASE**

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## **CAF Launches REACT Rapid Response**

*Industry Leading Spill Response Product Now Easier to Use*

**Maple Valley, WA, October 17, 2019 - REACT®** Fuel Spill Neutralizer, the industry's only fuel response that suppresses flammable vapors and bioremediates the residual fuel, has just become even easier to use. With the release of REACT Rapid Response 8OZ packaging, the award-winning formula now requires no measuring, saving time and labor while delivering the same proven performance of the larger concentrated version.

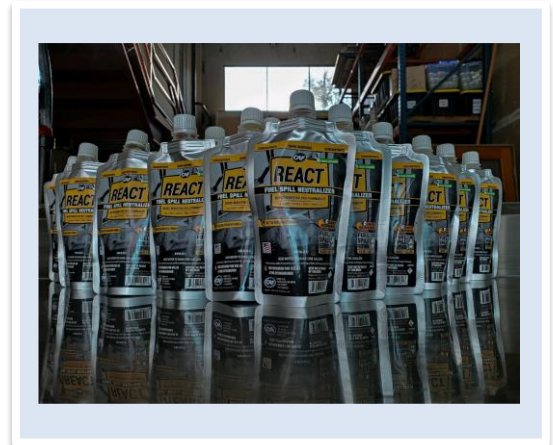
Fuel is spilled every day at the over 150,000 retail gas stations in the U.S. On average, these small spills add up to over 40 gallons of spilled fuel per location each year and lead to significant liabilities for stores that fail to treat them. Spilled fuel is the number one ignition source for the over 5,000 fires that occur at U.S. gas stations, which lead to an average of 50 injuries, 2 fatalities and over \$20 million in property damage each year.

REACT Rapid Response is a direct response to customer's needs for simpler solutions for better execution. Mathew Smith, New Product Development Manager says "We take the voice of our customers very seriously. When they said that they wanted an easier and quicker way to deal with fuel spills, we listened." The REACT Rapid Response pre-measured pouches ensure that no product is wasted and that users can address small fuel spills faster. No measuring, no math – just mix with water and go.

Traditional spill response methods like kitty litter and absorbent pads create can be expensive and time consuming to manage when disposed of properly. Conversely, REACT is a fuel spill neutralizer that renders fuels non-flammable through a revolutionary formula of eco-friendly, all-natural surfactants. REACT allows users to treat small spills without absorbents, eliminating the need to dispose of hazardous waste. The REACT formula enhances traction on surfaces where spills are present, reducing slip and fall injuries. The concentrated liquid formula bioremediates contaminants on site making it simple to just spray on spill and walk away.

REACT both the 64oz concentrate and the new premeasured Rapid response pack provide the same excellent product which:

- Suppresses explosive fuel vapors
- Treats small spills without absorbents





- Increases traction on fuel spills by 50%
- Reduces labor and disposal expenses

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CAF is the industry leader in supplying innovative cleaning products and solutions that help stores differentiate from the competition by providing a 5-star customer experience at the pumps. In addition to superior cleaning products, CAF also provides training and ongoing execution support to **over 30,000 sites** in North America and now Europe. NACS Show attendees have selected CAF “Cool New Products” as Top 10 winners for each of the last 6 years in a row! (2012-2018) CAF saves retailers time and money -- improving the customer experience while they fuel and *driving inside sales*. **Simply put: Clean stores sell more.** Visit [www.mycaf.com](http://www.mycaf.com) for more information as well as full product descriptions.