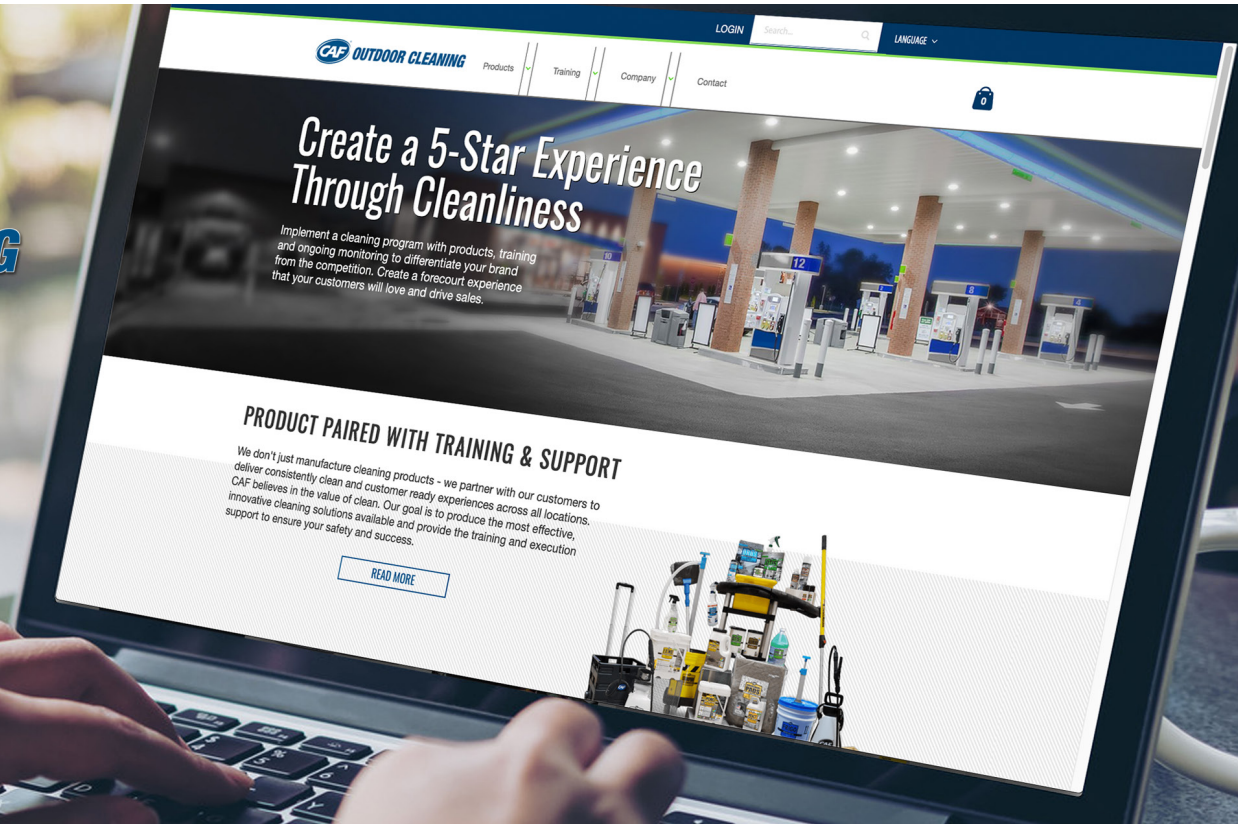


# **CAF** LEADER IN *OUTDOOR CLEANING*





### SERVING OVER 30,000 +

Currently serving over 30,000+ locations throughout North America and Europe. Industries we serve include c-stores, maintenance facilities, grocery, government, commercial retail, banks, quick serve restaurants, parking, property management and more.



### AWARD WINNING INNOVATION

Nationally recognized for providing innovative cleaning solutions that are safe, efficient, cost-effective and environmentally responsible.



### TRAINING & EXECUTION

CAF partners with customers to deliver a consistently clean and customer ready experience across all locations. The key is ongoing training and execution support CAF provides to ensure your success.



### CLEANING EXPERTS

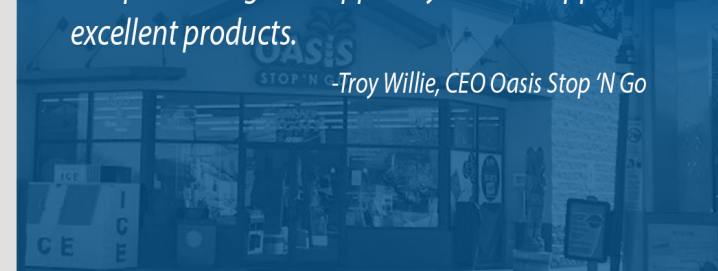
We put our experience and best practices to work for you as cleaning experts and leaders in outdoor cleanliness to maximize your customers' experience.

## Customer Spotlight



*Cleanliness is critical to our overall business, and our customers have a very high expectation of maintaining clean stores. CAF is great - they provide training to our staff at all our locations and provide a great support system to support excellent products.*

*-Troy Willie, CEO Oasis Stop 'N Go*



## CLEAN STORES SELL MORE!

Stores with clean exteriors consistently sell more, earn higher profits, and have more loyal customers than dirty stores.



[www.mycaf.com/SellMore](http://www.mycaf.com/SellMore)



## KEYS TO A SUCCESSFUL CLEANING PROGRAM

CAF products work! They are customer proven at thousands of locations across the globe in the toughest cleaning environments. Our experience has taught us that having the best products is only half the battle.

Products alone, without training and ongoing leadership will fail. That is why we align our goals and measure our success as your cleaning partner by the real-time data and feedback of your customer's experience at your facilities.



### Products & Tools

CAF products are effective because they are designed to handle the challenges of outdoor cleaning.



### Ongoing Training

Employee turnover is high. CAF provides ongoing training to ensure continued success.



### Engagement & Leadership

CAF supports retail leaders with ready-to-use resources to engage store-level employees.



### Monitor & Manage

By tracking order and mystery shop data, CAF can support real-time execution.



*"Before joining CAF I managed 100+ c-stores. CAF products impressed me, but what really won me over was the support after the sale. At CAF, we don't just sell cleaning products – we support our retail customers to maintain clean and customer-ready stores across their entire network of sites. It's a great partnership."*

Deanna Altman, National Account Manager

**EXTERIOR  
CLEANLINESS  
IS BUSINESS  
CRITICAL**

Get YOUR CUSTOMER From The  To The **STORE**




A Market Force study of 7,600 convenience store customers and shoppers rated store cleanliness as the most important factor when deciding which convenience store deserved their business.

 [www.mycaf.com/SellMore](http://www.mycaf.com/SellMore)

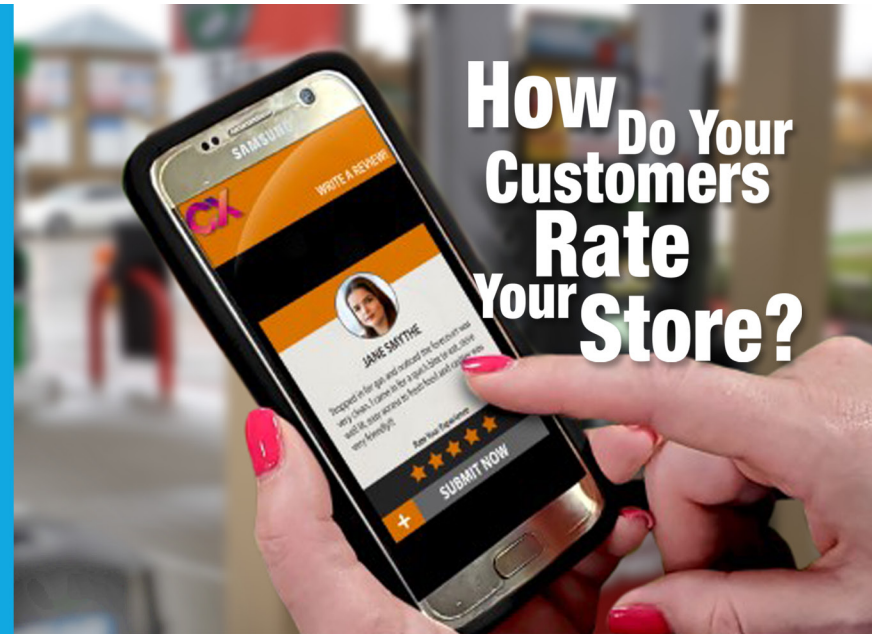


**CLEANLINESS**  
and friendly service are top  
customer differentiators



6/10 SHOPPERS WOULD  
**BUY MORE**  
AT A CLEAN STORE

(Sources: ISSA , M/A/R/C Research, Rating source: 40 Top Rated C-Store Chains. Market source: Marketforce.com)



How Do Your Customers Rate Your Store?



Google Users search  
**4.08 MILLION**  
times per minute







GasBuddy users post  
**3 MILLION**  
reviews, ratings and  
gas prices per day



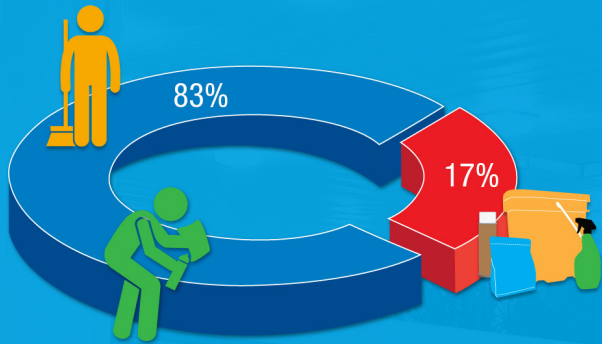
Yelp users post  
**26**  
reviews per minute

### Why Does It Matter?

-  94% would use a business with a four star rating
-  57% would use a business with a three star rating
-  14% would use a business with a one or two star rating
-  Bad online reviews deter **62%** of shoppers

# TRUE COST OF CLEAN™

Many petroleum retailers spend more on cleaning than they realize. Companies may only track supply purchases, but on average these expenses only account for 17% of the actual cleaning costs. The other 83% of costs come from labor required to complete the cleaning.



\* Based on industry average 4.2 hours of cleaning per week at burdened cost of \$16.41 per hour. (Source: CSP 2017 SOI Handbook)

- Labor Costs
- Products & Tools Cost

For a custom ROI analysis and potential sales increase, speak to a CAF specialist today: call (888) 737-0025 or visit [www.mycaf.com](http://www.mycaf.com).

## CASE STUDY

Clean Stores Sell More

For every dollar invested in clean, the average CAF Customer experienced a \$5.16 return

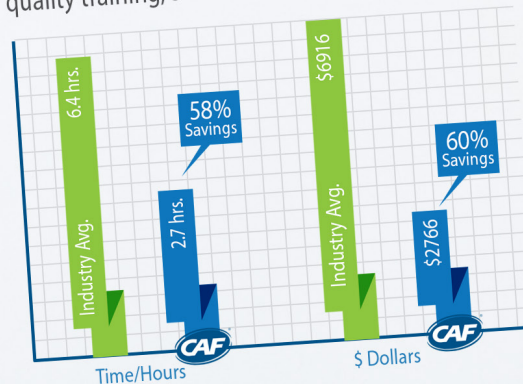
In the late 1980's the convenience store industry had its first renaissance of clean when it came to restrooms. By focusing on cleaner restrooms, the C-store industry became the destination for family stops, while changing the customers perception of their C-store experience.

Today C-stores are seeing a second renaissance of cleaning, but this time centered on their fueling forecourts. As more stores shift to fresh food strategies inside, improving their exterior image is quickly becoming the first step in building customer trust.

We followed five companies as they implemented forecourt cleaning initiatives and measured their results

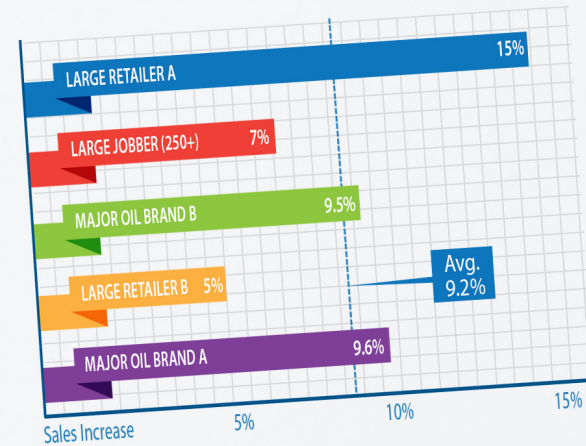
### 1. Cost Savings

Having the right tools for the job, combined with quality training, saves time and money.



### 2. Increased Sales

On average these customers experienced a 9.2% increase in sales.



### Return of Investment (ROI)

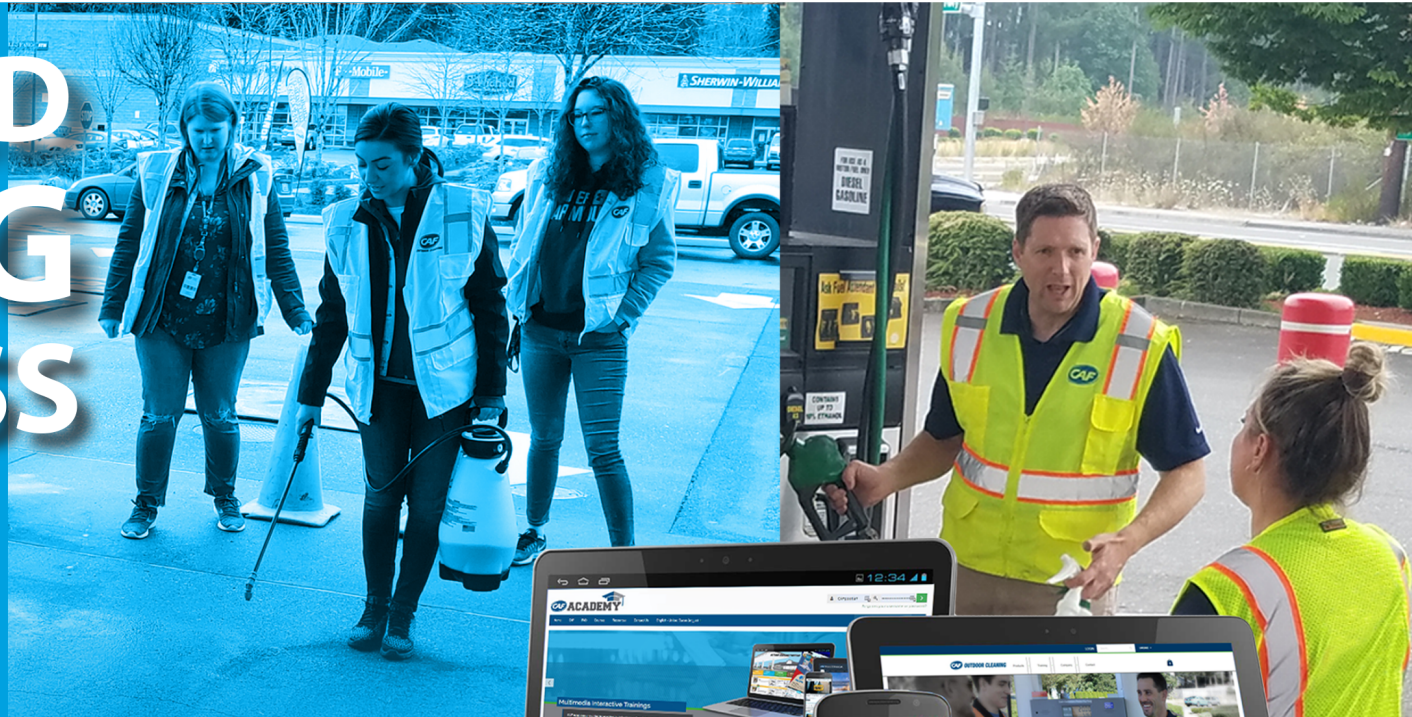
For every \$1 invested in clean, the average CAF customer earned \$5.16 in increased sales return.



# TRAINING & SUPPORT

# CUSTOMIZED TRAINING IS YOUR PATH TO SUCCESS

CAF customizes product training based on your individual cleaning needs and provides each employee with consistent and interactive learning. We make training interesting, fun, and memorable while being easy to use.



We are committed to providing training tailored to your specific operations as well as ongoing support to ensure your cleaning program has continued success. CAF academy's elearning platform is the future of employee training!



Customized training resources with your own branding



Mobile-friendly access – no need to be at a desk behind a monitor



Periodic testing for user comprehension



Detailed reporting on execution and participation



## INDIVIDUAL COACHING

- Onsite, in-person, group training sessions
- Outbound training and support calls from CAF experts



## CUSTOMIZED TRAINING DOCUMENTATION

- Illustrative step-by-step instructions
- Printed and store branded training materials
- Multilingual training documentation available



## PROACTIVE SUPPORT & TRAINING

- Ongoing training combatting the effects of employee turnover



# OUTDOOR CLEANING

## FLOOR

- 1 **EXIMO®**  
Waterless Concrete Cleaner
- 2 **FORO®**  
Asphalt Cleaner & Hardener
- 3 **REACT®**  
Fuel Spill Neutralizer
- 4 **SAFE PATH®**  
Liquid De-Icer and Pretreat

## SURFACE

- 5 **OTIS, OTIS WIPES, OTIS TABS**  
Multi-Surface Cleaner
- 6 **PROTERO®**  
Premium Surface Polish
- 7 **SPRAY&GO®**  
Moss, Mold, Mildew & Algae Stain Remover

## GLASS

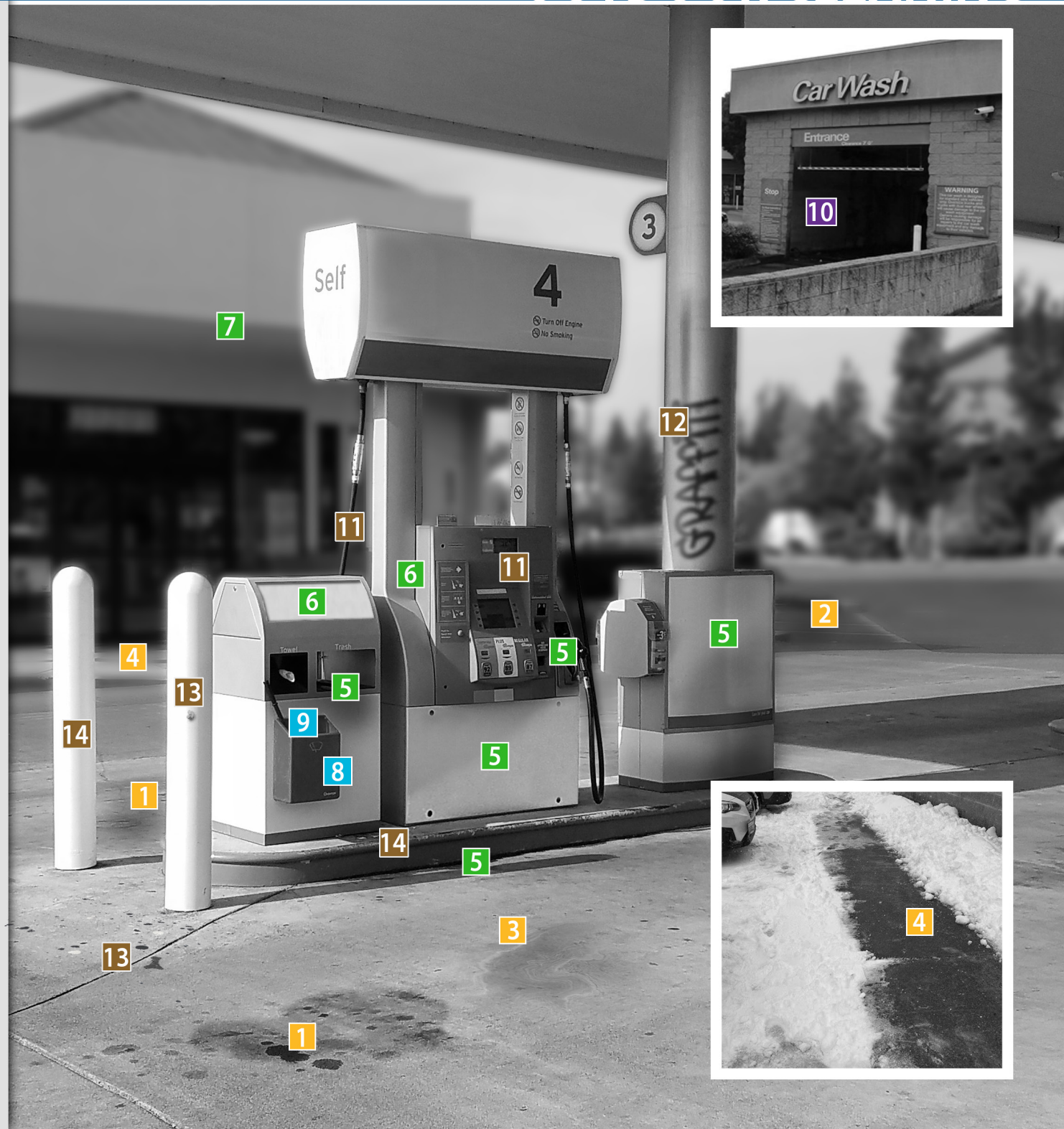
- 8 **ORUS®, ORUS TABS®**  
Squeegee Bucket Solution
- 9 **FRIGO®**  
Winter Additive

## CAR WASH

- 10 **RENEW CAR WASH™**  
Tunnel & Bay Cleaner

## SPECIALTY

- 11 **LUXSS®**  
Polish + UV Protectant Wipes
- 12 **VIVX®**  
Graffiti Remover
- 13 **RADO®**  
Gum Remover
- 14 **TOUCHUP®**  
Custom Paint
- 15 **SUMPUR®**  
Spill Bucket Cleanout Kit



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# BIOREMEDIATION



“ Bioremediation provides an environmentally friendly, less expensive and more effective alternative to pressure washing. ”

## BIOREMEDIATION

bio • re • me • di • a • tion | /bīōri mēdē āSHən/ noun

Bioremediation is the naturally occurring process where very small living organisms called microbes break down contaminants. The microbes are then able to consume the broken-down contaminants like oil and diesel as a source of food and energy. As a by-product of the digestion process, microbes release water, carbon dioxide and other non-harmful amino acids. Bioremediation provides an environmentally friendly, less expensive and more effective alternative to pressure washing or using detergents and degreasers.

## WHY CHOOSE BIOREMEDIATION

- Microbes work 24/7 – cleaning after and between applications
- Saves 30% - 80% on annual pressure washing costs
- Unlike pressure washing, bioremediation continues to remove hydrocarbons below the surface
- Environmentally friendly and EPA recommended process
- Produces no hazardous waste, contaminated absorbents or waste water run off
- Easy to apply with no retail operations “down time”



CAF products such as **EXIMO** and **FORO** are time driven solutions to remove oil and fuel stains on concrete and asphalt as shown in the example above. Results take only 4-8 weeks for complete stain removal. Continued product use will protect your surfaces from future spills and stains. **REACT's** innovative formula quickly suppresses fuel vapors and bioremediates to completely neutralize fuel spills.





## EXIMO® WATERLESS CONCRETE CLEANER

- All natural process breaks down hydrocarbon stains within concrete pores
- Can be applied as both dry and wet
- Easy to use, no disposal required
- Allow 4-8 weeks to see stain removal

**Weight:** 36 lbs.      **Hardware:** XMOAB  
**Covers:** 16,500 sq ft      XMOEB  
**Part #:** XMO36      XMOEH  
**UPC:** 689076716932      HDSPR2



## FORO® ASPHALT CLEANER & HARDENER

- All natural process to remove oil, harden asphalt and protect pavement
- Restores asphalt integrity
- Easy to apply, no disposal required
- Allow 4-8 weeks to see stain removal

**Weight:** 15.75 lbs      **Hardware:** XMOAB  
**Covers:** 3,825 sq ft      XMOEB  
**Part #:** FOR18      XMOEH  
**UPC:** 850487003137      HDSPR2



## REACT® FUEL SPILL NEUTRALIZER

- Suppress fuel vapors reducing flammability
- Reduces hazmat, no absorbents for small spills
- Decreases slip and fall, increases traction
- Saves cost in both labor and disposal
- Meets NFPA 30a for operational compliance

**Volume:** 64 oz.      **Hardware:** HDREACT  
**Yields:** 8 gal  
**Part #:** RCT64  
**UPC:** 850487003663



## SAFE PATH® LIQUID DE-ICER AND PRETREAT

- Effective at temperatures down to -26°F and melts ice as low as -72°F
- Non-tracking solution
- Stays on longer, requiring fewer applications
- Chloride free & non-corrosive

**Volume:** 2 gal      **Hardware:** HDSPR2  
**Covers:** 4,000 sq ft  
**Part #:** SAF2  
**UPC:** 850022489044



**EXIMO+OTIS**  
 FOR TOUGH DIESEL STAINS, COMBINE EXIMO AND OTIS FOR BEST RESULTS



# SURFACE



## OTIS MULTI-SURFACE CLEANER

- Removes hydrocarbon, diesel and grime build-up
- No scrubbing required, just spray then rinse off
- Safe on equipment - manufacturer recommended
- Use on concrete surfaces for tough stains
- NSF certified for safe use on food surface areas



## PROTERO® PREMIUM SURFACE POLISH + UV PROTECTION

- Restores, polishes and protects
- Works great on metal, stainless steel, rubber and plastic surfaces
- Safe on equipment
- Ready-to-use formula
- NSF certified for safe use on food surface areas



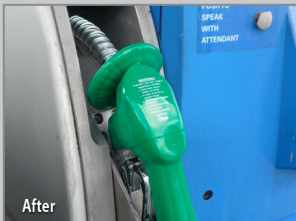
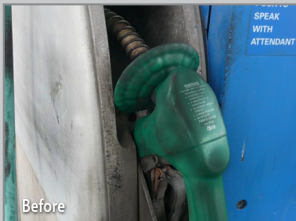
## SPRAY&GO® MOSS, MOLD, MILDEW & ALGAE STAIN REMOVER

- Simply spray and walk away - requires no scrubbing, rinsing or pressure washing
- Effectively removes tough stains from most surfaces
- Safe application - no bleach, non-acid formula
- Long lasting, advanced stain remover



### OTIS Concentrate

Weight: 2.2 lbs.  
Yields: 70 - 32 oz. bottles  
Part #: OTS2  
UPC: 850487003236



### OTIS Wipes

Weight: 3.0 lbs.  
Yields: 90 Wipes  
Part #: OTSW  
UPC: 850487003601

### OTIS Tabs

Weight: 0.9 lbs.  
Yields: 36 - 32 oz. bottles  
Part #: OTST  
UPC: 850487003618

Hardware:  
OTSSPR2  
HDSPR2

Weight: 2.2 lbs.  
Yields: 32 oz.  
Part #: PRO  
UPC: 850487003304



Volume: 1 gal.  
Yields: 6 gal.  
Part #: SNG  
UPC: 850487003328



Hardware:  
HDSPR2



**TIP:** For tough diesel stains or non-fuel stains like coffee, soda, tobacco and more, use OTIS Multi-Surface Cleaner.





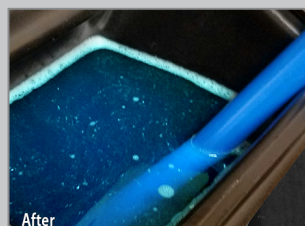
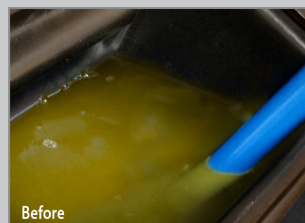
## ORUS® SQUEEGEE BUCKET SOLUTION

- Designed specifically for squeegee buckets
- Eliminates “swamp odor” caused by bacteria growth
- Removes dirt, grime, salts, bugs and other contaminants
- Tablets are convenient, quick dissolving
- Phosphate-free formula



### ORUS Concentrate

Weight: 5.3 lbs.  
Yields: 1,000 gal.  
Part #: ORSU  
UPC: 850487003052



### ORUS Tabs

Weight: 1.7 lbs.  
Yields: 338 gal.  
Part #: ORST  
UPC: 850487003380

## FRIGO® WINTER ADDITIVE

- Extends the effective temperature range of cleaning down to -40° F
- Significant cost savings and elimination of operational challenges compared to pre-mixed gallon jugs
- Simple “use what you need” LEED® principle solution



### FRIGO Concentrate

Volume: 5 gal.  
Yields: Varies  
Part #: FGO  
UPC: 850487003045

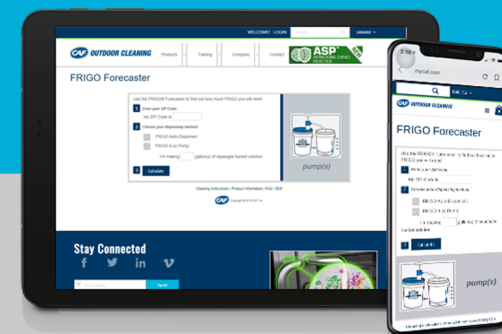


## FRIGO AUTO-DOSE™

- Effective freeze protection down to -3°F
- Reduces labor and optimizes chemical use
- Easy to use: Set dial to lowest forecasted temperature
- Minimize contact with undiluted chemicals

Part #: FGOAD  
UPC: 850487003915

Use [www.mycaf.com/frigo](http://www.mycaf.com/frigo) to get current temperature for mixing.



## FRIGO FORECASTER ONLINE CALCULATOR

- Easy to use online calculator
- Determines mixing requirements for expected freezing temperatures
- Provides step-by-step instructions



# SPECIALTY

## LUXSS® POLISH + UV PROTECTANT WIPE



- UV Damage Protection - blocks up to 80% of UV rays
- Saturated to polish large areas quickly
- Protects painted metal, plastic, laminate, rubber, and wood surfaces

**Weight:** 3.0 lbs.  
**Yields:** 90 wipes  
**Part #:** LXS  
**UPC:** 689076716833



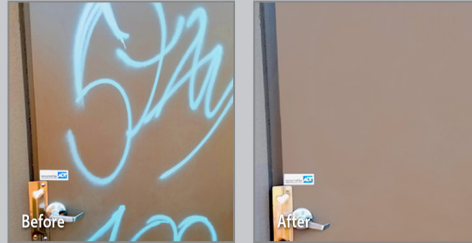
## VIVX® GRAFFITI REMOVER



- Easy to use, spray gel formula
- Removes spray paint, permanent marker, tar and adhesive residue
- Removes graffiti from most surfaces

**Volume:** 15 oz.  
**Yields:** Varies  
**Part #:** VVX  
**UPC:** 850487003137

**Hardware:**  
SCRPK10



## RADO™ GUM REMOVER



- Freezes gum from surface for quick removal
- Works on concrete, plastic, laminate and tile surfaces
- Leaves no residue or stain

**Volume:** 7 oz.  
**Yields:** Approx. 110 uses  
**Part #:** RADP  
**UPC:** 850487003182

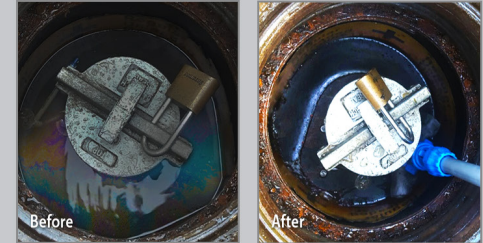


## SUMPUR® SPILL BUCKET CLEANOUT KIT



- Stand-up use for increased visibility and safety
- Simple absorbent pad change, requiring no touching of hazardous absorbent materials
- Makes cleaning spill buckets easier, saving labor and costs

**Weight:** 7.3 lbs.  
**Kit:** 4 pieces  
**Part #:** SUMKIT  
**UPC:** 850487003675



## TOUCHUP® CUSTOM PAINT



- Easy to use, all-in-one spot paint solution
- No spill, hassle-free applicator
- Pre-matched for major brands and custom colors available

**Volume:** 2.3 oz.  
**Yields:** Varies  
**Part #:** TUP  
**UPC:** 850487003403



# RENEW CAR WASH

# KEEP THE BRUSH SPINNING RENEW FOR A QUICK CLEAN

## RENEW CAR WASH™



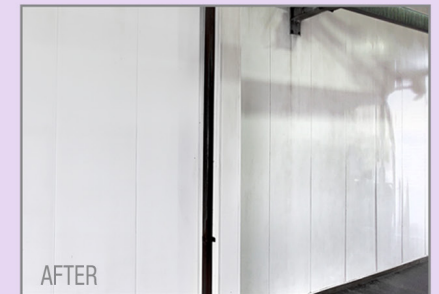
## RENEW CAR WASH™

### BAY & TUNNEL CLEANER

- 3 SIMPLE STEPS - Spray on, scrub and rinse
- SAFE - No hazmat suit needed
- ACID FREE - No Hydrofluoric acid
- VALUE - Saves cost and labor
- RECLAIM SAFE - Creates an ecosystem that reduces the growth of bad bacteria that causes smell and sludge.

Volume: 2 gal.  
Coverage: 6,160 sq./ft.  
Item #: RCW2  
UPC: 850487003984

Hardware:  
HDSR2



# WINTER CLEANING

## SAFE PATH®

### LIQUID DE-ICER AND PRETREAT

- Effective temperatures down to -26°F and melts ice as low as -72°F
- Non-tracking solution
- Stays on longer, requiring fewer applications



## FRIGO®

### WINTER ADDITIVE

- Extends effective temperature to -40°F
- Significant cost savings
- Simple "use what you need" LEED® principle solution



# INDOOR CLEANING

## SURFACE

### 1 OTIS<sup>®</sup> MULTI-SURFACE CLEANER

- NSF certified for safe use on food surface areas
- Safe on equipment - manufacturer recommended

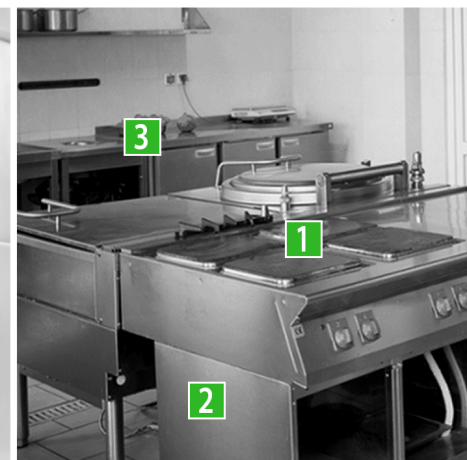


### 2 PROTERO<sup>®</sup> PREMIUM SURFACE POLISH

- Restores, polishes and protects
- Works great on metal, stainless steel, and plastic surfaces
- NSF certified for safe use on food surface areas



Note: Product specifications and additional information located on SURFACE page.



## 360 360 360 360 360 360 360 360 360 360 360

### 360° CLEAN<sup>®</sup> 3 MULTI-SURFACE CLEANER

- Non-toxic, safe for use in food prep areas
- Formulated to cut through grease and grime
- Use only what you need, light to heavy duty cleaning
- Cost effective concentration



Volume: 32 oz.  
 Yields: 32 - 32 oz. appl.  
 Part #: MSC  
 UPC: 850487003113

### 360° CLEAN<sup>®</sup> 4 DISINFECTANT

- Kills COVID-19 virus\*
- Cost-effective concentrate
- Cleans, disinfects & deodorizes
- Acts as a virucide & bactericide
- Kills 99.9% of bacteria and viruses on hard, non-porous surfaces.
- Non-acid, neutral pH disinfectant cleaner



Volume: 32 oz.  
 Yields: 32 - 32 oz. appl.  
 Part #: DSC  
 UPC: 850487003472



\*Kills SARS-COV-2 (COVID-19 virus) on hard, non-porous surfaces.

### 360° CLEAN<sup>®</sup> 5 GLASS CLEANER

- Breaks down dirt and grime leaving no residue
- Streak-free formula for both interior and exterior use
- Ammonia free
- Cost effective concentration



Volume: 32 oz.  
 Yields: 32 - 32 oz. appl.  
 Part #: GCC  
 UPC: 850487003212



## FUEL SPILL RESPONSE

PREVENT FIRES FROM IGNITING!



### ADVANTAGES

- **SUPPRESS VAPORS**  
Quickly reduces fuel spill flammability
- **REDUCES HAZMAT**  
Requires no absorbents for small spills
- **DECREASES SLIP & FALL**  
Increases traction on fuel spills
- **SAVES COST**  
Reduces labor & increases response times
- **COMPLIANCE**  
Meets NFPA 30a for operational compliance

Fuel is spilled every day at 150,000 retail petroleum outlets in the U.S., generally from fuel falling from dispenser nozzles, overfilling, and malfunctioning automatic shut off valves. On average, small spills amount to 40 gallons spilled per location every year.



5,000 Fires occur at U.S. gas stations annually



50+ people are injured or killed by gas station fires



Annually over \$20M in damages occur due to fires at fueling stations

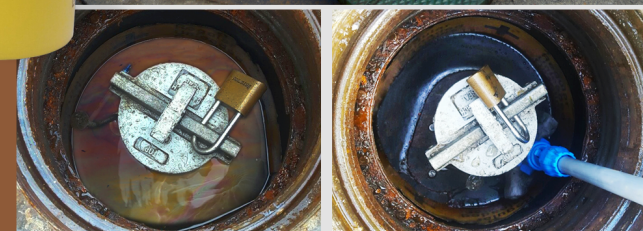


## SPILL BUCKET CLEANOUT KIT



### ADVANTAGES

- **SYSTEM**  
Simple instructions to understand and use
- **SAFETY**  
Each component has employee safety in mind
- **SPEED**  
Faster cleanouts resulting in less labor costs



A comprehensive system designed to safely and quickly remove liquids from spill containment buckets.

### System will provide:

- High visibility when used while standing up
- Faster clean-outs reduce labor costs
- Absorbent and SUMPUR stick combination reduces hazardous waste contact
- Used regularly, adheres to compliance and inspection liability

Serving over 30,000 locations worldwide.



[www.mycaf.com/MeetCAF](http://www.mycaf.com/MeetCAF)

**CAF** **OUTDOOR CLEANING**  
(888) 737-0025 | [www.mycaf.com](http://www.mycaf.com)

**CAF: Citius, Altius, Fortius - Latin for "Faster, Higher, Stronger"**

Create a 5-Star Experience Through Cleanliness

Implement a cleaning program with products, training and ongoing monitoring to differentiate your brand from the competition. Create a forecourt experience that your customers will love and drive sales.