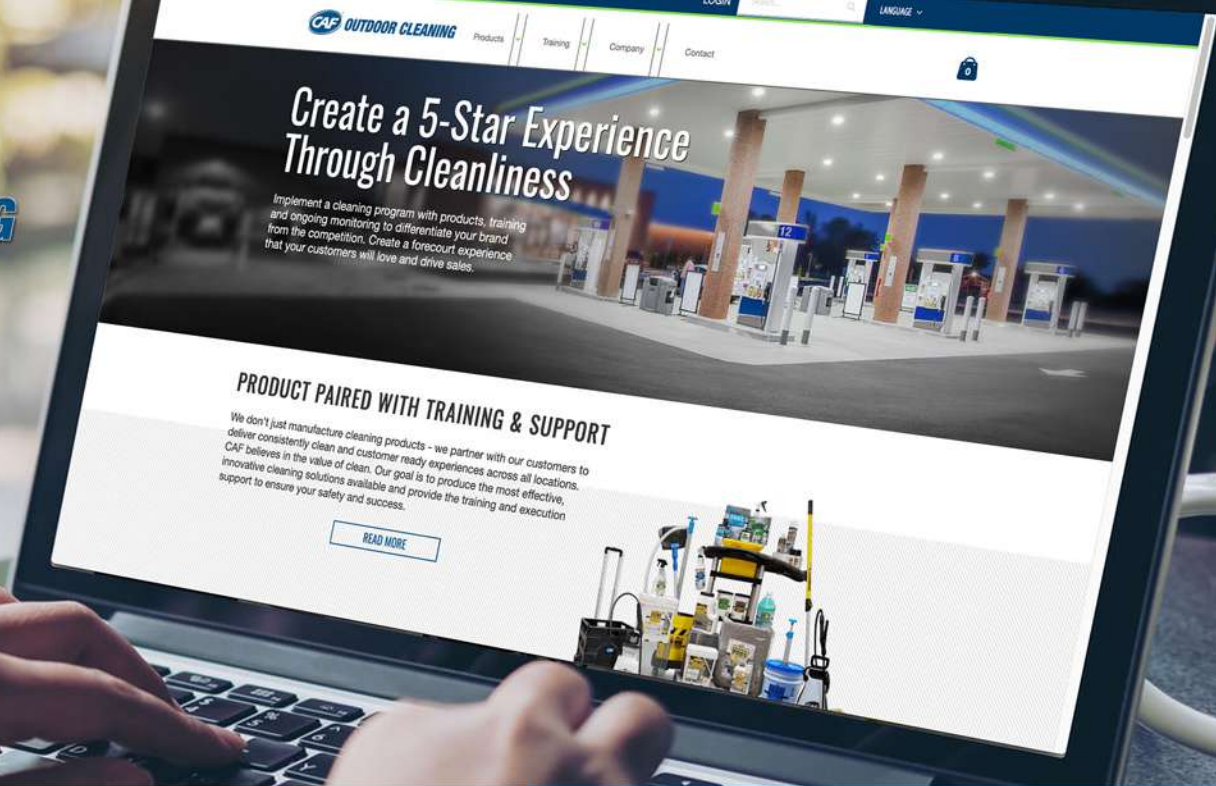


CAF LEADER IN **OUTDOOR CLEANING**





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



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

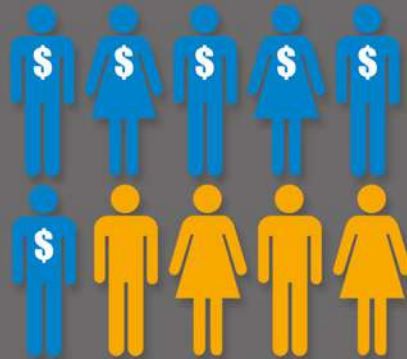


A Market Force study of 7,600 convenience store customers and shoppers rated store cleanliness as the most important factor when deciding which convenience store deserved their business.

www.mycaf.com/SellMore



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



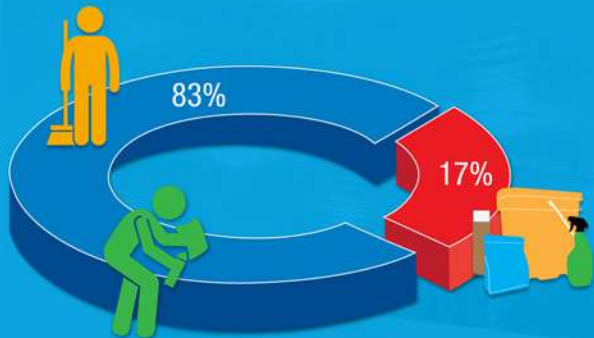
Yelp users post
26
reviews per minute

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 cost 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.

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

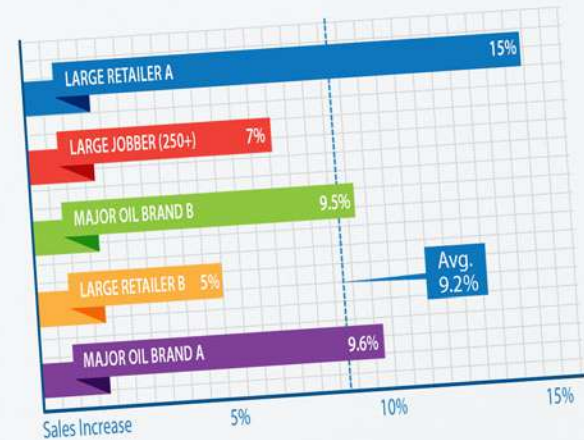
1. Cost Savings

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.





NOT ALL CLEANING SOLUTIONS ARE CREATED EQUAL!

CAF training ensures a consistent level of cleaning throughout your network of locations, minimizing liabilities from improper chemical use and increasing OSHA compliance.

PRODUCTS WITHOUT TRAINING WILL FAIL!

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.



CAF TRAINING SURPASSES THE COMPETITION

Plain and simple, CAF offers more when it comes to product training and execution.



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



CAF ACADEMY IS THE FUTURE!

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 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

FLOOR

- 1 **EXIMO**[®]
Waterless Concrete Cleaner
- 2 **FORO**[®]
Asphalt Cleaner & Hardener
- 3 **REACT**[®]
Fuel Spill Neutralizer

SURFACE

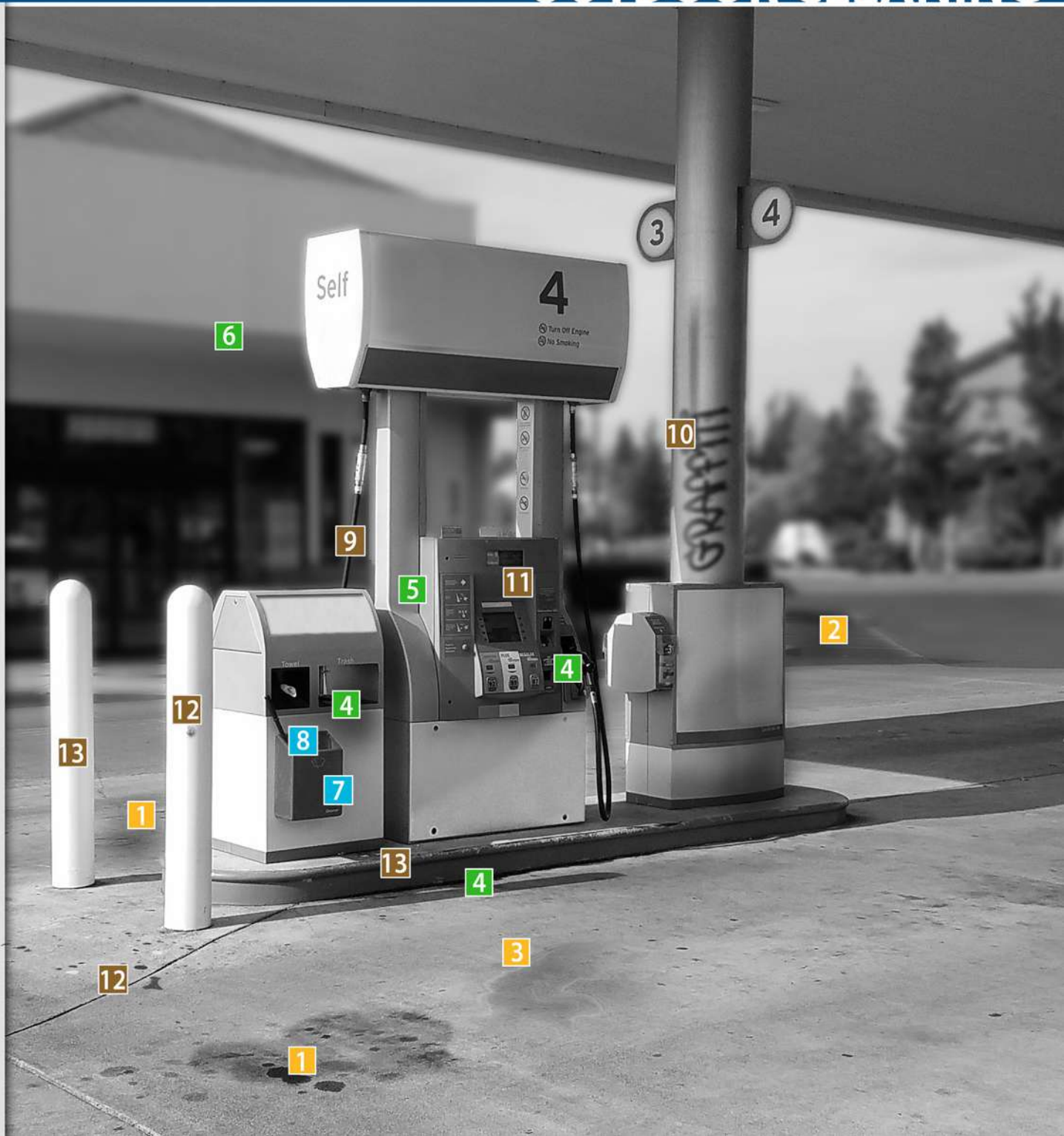
- 4 **OTIS, OTIS WIPES, OTIS TABS**
Multi-Surface Cleaner
- 5 **PROTERO**[®]
Premium Surface Polish
- 6 **SPRAY&GO**[®]
Moss, Mold, Mildew & Algae Stain Remover

GLASS

- 7 **ORUS**[®], **ORUS TABS**[®]
Squeegee Bucket Solution
- 8 **FRIGO**[®]
Winter Additive

SPECIALTY

- 9 **LUXSS**[®]
Polish + UV Protectant Wipes
- 10 **VIVX**[®]
Graffiti Remover
- 11 **SKINZZ**[®]
Protective Shields
- 12 **RADO**[®]
Gum Remover
- 13 **TOUCHUP**[®]
Custom Paint
- 14 **SUMPUR**[®]
Spill Bucket Cleanout Kit



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 deep within pores of concrete
- Can be applied as both a dry or wet application
- Easy to use, no disposal or water necessary
- Allow 4-8 weeks to see stain removal

Weight: 36 lbs.
Covers: 16,500 sq. ft.
Part #: XMO36
Sizes: 36 lbs., 18 lbs.,
 3 lbs., 12 oz.
UPC: 689076716932

Available color options



FORO® ASPHALT CLEANER & HARDENER



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

Weight: 18 lbs.
Covers: 3,825 sq. ft.
Part #: FOR18
Sizes: 18 lbs., 8 lbs., 2.8 lbs.
UPC: 850487003663



REACT® FUEL SPILL NEUTRALIZER



- Suppresses fuel vapors reducing flammability
- Reduces hazmat requiring no absorbents for small spills
- Decreases slip and fall by increasing overall traction
- Saves costs in both labor and disposal
- Meets NFPA 30a for operational compliance

REACT Concentrate
Volume: 64 oz.
Yields: 8 gal.
Part #: RCT64
UPC: 850487003687



REACT Rapid Response
Case: (6) 8 oz. pouches
Yields: 1 gal. per packet
Part #: RCT8C
UPC: 8504870005905



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



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



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

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



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





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



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® AUTO-DISPENSER WINTER ADDITIVE SYSTEM



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 Concentrate

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



FRIGO Auto-Dispenser

Weight: 1 lb.
Part #: FGOAD
UPC: 850487003915



- Accurately dispenses and mixes solution without handling chemicals or measuring devices
- Use FRIGO App to find correct temperature to help dial and dispense solution
- Easy to install, simple to use and store for safe keeping
- Increases safety while reducing time and labor costs

SPECIALTY



LUXSS® POLISH + UV PROTECTANT WIPE

- 80% UV Protection
- 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



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



UPGRADING TO EMV?

Protect your investment!



Choosing to leave a dispenser unprotected opens you up to repair costs that can quickly jump to hundreds of dollars per dispenser.



Scratches & Etchings



Vandalism



UV Damage



Wear & Tear

COMPARE & SAVE

SERVICE REPAIR

Trip Charge	\$75
Service Call:	\$75 per hour
Installation	\$80-\$399 avg.
Equipment replacement	
Total	\$230 - \$540

SKINZZ PROTECTION

Protect Entire Dispenser	
SKINZZ	\$45 - \$60 (all screens protected)
Installation	\$2.25 (10 min. install @ \$16.00 hr.)
Total	\$47 - \$62

VS

Savings!
\$182 - \$478



SKINZZ®

PROTECTIVE SHIELDS

- Protects equipment from vandalism, UV damage and keypad wear & tear
- Cost effective protection vs. replacement
- Easy, self-installation and removal
- Custom sizing available

Dispenser Brands:

Gilbarco, Wayne, Verifone

Effective on:

Screens, displays, soft key, keypads, glass areas and indoor/outdoor surfaces

Sizing:

Variable upon equipment/sizing



Learn more at www.mycaf.com/skinzz

100%
WORRY-FREE
INSTALL

GUARANTEE

If your SKINZZ installation doesn't go as planned, no worries, we'll send you free replacements. That's our commitment and your guarantee.

INDOOR CLEANING

GLASS

- 1 **360 CLEAN®**
Glass Cleaner

SURFACE

- 2 **360 CLEAN®**
Multi-Surface Cleaner
- 3 **OTIS, OTIS WIPES, OTIS TABS**
Multi-Surface Cleaner
- 4 **PROTERO®**
Premium Surface Polish



OTIS MULTI-SURFACE CLEANER

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

PROTERO® PREMIUM SURFACE POLISH

- Restores, polishes and protects
- Works great on metal, stainless steel, and plastic surfaces



360° CLEAN® 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® 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

REACT

FUEL SPILL RESPONSE

PREVENT FIRES FROM IGNITING!

**RAPID RESPONSE**

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

SUMPUR

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

 **OUTDOOR CLEANING**
(888) 737-0025 | www.mycaf.com

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

CAF wins when you win. Clean stores sell more. We have the products, training and expertise to help your company achieve **FASTER**, aim **HIGHER**, and grow **STRONGER**.