

# Convenience & CarWash Canada

JULY | AUGUST 2017

Canada's most read Canadian owned and operated Convenience, Retail Petroleum and Carwash Publication

CONSUMER TRENDS  
SUGGEST THAT  
CANADIANS ARE  
INCREASINGLY BALANCING  
THEIR BEVERAGE CHOICES  
WITH BOTTLED WATER

## BOTTLED WATER

PAGE 11

ANSWERS TO  
FREQUENTLY  
ASKED QUESTIONS

## CAR WASH DOORS

PAGE 37

OVERCOMING  
FALSE PHASE  
SEPARATION  
ALARMS

## FORECOURT INSIGHTS

PAGE 28

INTEGRATING  
**PET WASHES**  
INTO EXISTING  
CARWASHES

PAGE 48

REPLACEMENT  
PLANNING AS AN  
ONGOING ACTIVITY

## SEASONAL WORKERS

PAGE 24

QUALITY HEATS  
UP SALES

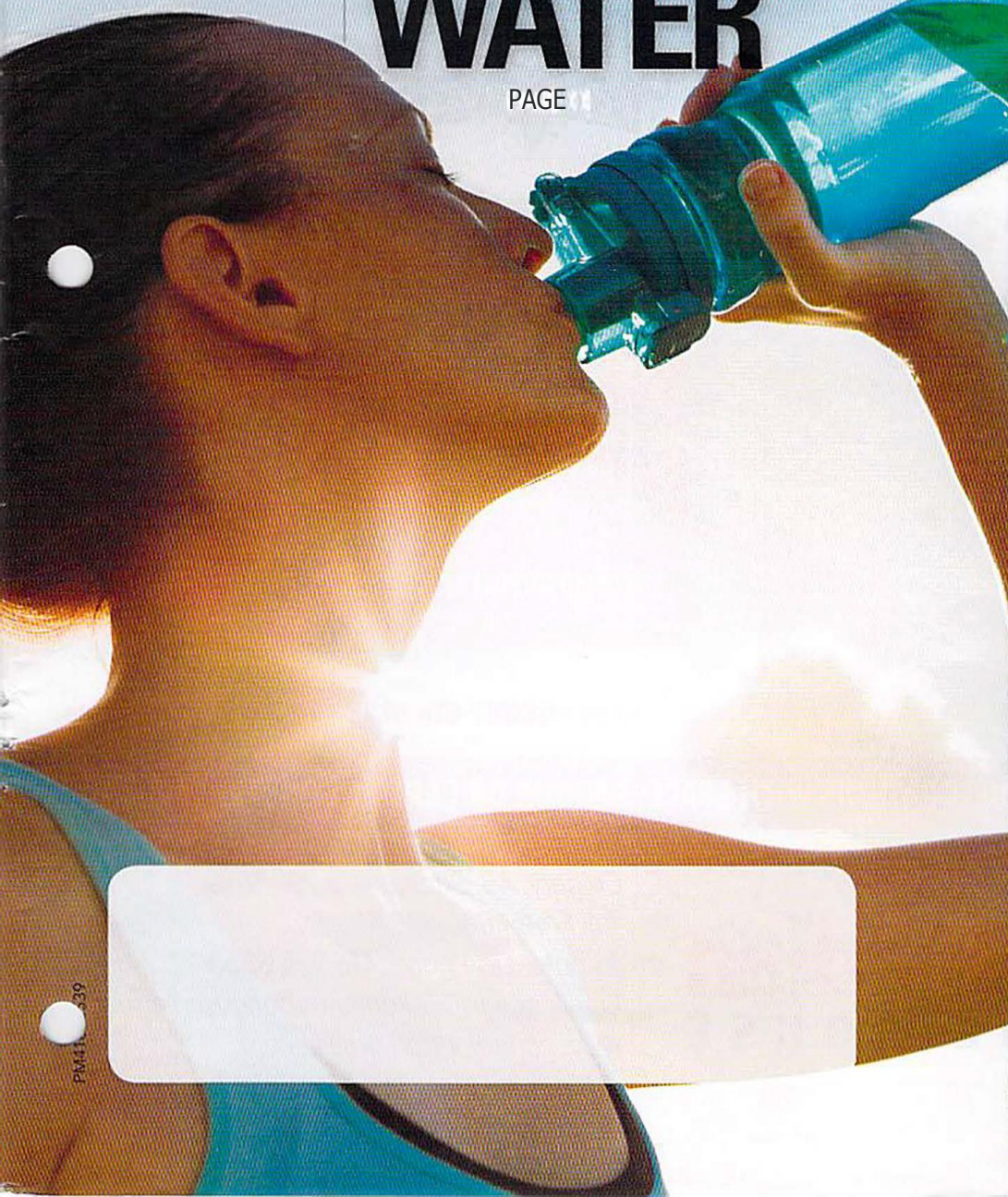
## HOT BEVERAGES

PAGE 12

SNACK OPTIONS  
FOR EVERYONE

## HEALTHY SNACKS

PAGE 18





# Table of Contents

| Cover Story   | Petroleum and Carwash   | Industry News   | Instore and Nutrition  |
|---|---|---|--|
|  <p><b>11</b></p> <p><b>Bottled Water</b> - Consumer trends suggest that Canadians are increasingly balancing their beverage choices with bottled water</p> <p><b>04</b></p> <p><b>President's Message</b> - The meaning of association</p> <p><b>05</b></p> <p><b>Editor's Message</b> - Content designed to engage</p> |  <p><b>37</b></p> <p><b>Car Wash Doors</b> - Answers to frequently asked questions</p> <p><b>28</b></p> <p><b>Forecourt Insights</b> - Overcoming false phase separation alarms</p> <p><b>41</b></p> <p><b>Washtalk</b> - A new, fresh outlook for Gas King</p> <p><b>45</b></p> <p><b>Car Wash Building Extensions</b> - Upgrading equipment</p> <p><b>48</b></p> <p><b>Pet Washes</b> - Integrating pet washes into existing carwashes</p> |  <p><b>32</b></p> <p><b>Retail Recruiting</b> - Embracing the retail recruiting evolution</p> <p><b>07</b></p> <p><b>WCSA Report</b></p> <p><b>08</b></p> <p><b>NACDA Update</b> - Don't miss the 2017 Summit in Quebec City</p> <p><b>24</b></p> <p><b>Seasonal Workers</b> - Replacement planning as an ongoing activity</p> <p><b>52</b></p> <p><b>Carwash Equipment</b> - Beyond the catalogue approach</p> |  <p><b>12</b></p> <p><b>Hot Beverages</b> - Quality heats up sales</p> <p><b>18</b></p> <p><b>Healthy Snacks</b> - There are healthy snack options for everyone</p> <p><b>22</b></p> <p><b>Designing or Re-designing C-Stores</b> - Keeping customers in mind</p> |
| <p><b>Upcoming Events</b></p> <p>September 26-28, 2017<br/><b>NACDA</b><br/>National Convenience Industry Summit (NCS), Quebec City, QC<br/><a href="http://www.nacda.ca">www.nacda.ca</a></p> <p>October 17 - 20, 2017<br/><b>NACS/PEI Show</b></p>  | <p>McCormick Place<br/>Chicago, IL<br/><a href="http://www.NACSShow.com">www.NACSShow.com</a></p> <p>February 20 - 22, 2018<br/><b>WPMA Expo</b><br/>Mirage, Las Vegas<br/><a href="http://www.wpmaexpo.com">www.wpmaexpo.com</a></p>   | <p>April 26- 28, 2018<br/><b>The Car Wash Show 2018</b><br/>Las Vegas, Nevada<br/><a href="http://www.thecarwashshow.com">www.thecarwashshow.com</a></p>  | <p><b>What's New?</b></p> <p><b>58</b></p> <p><b>Industry Updates</b></p>  |
| CONVENIENCE & CARWASH CANADA ...  |   |   |  |





## A New, Fresh Outlook for Gas King



With our new car wash upgrade we will be selling a prepaid wash card known as the Clean Card and our future plans include allowing organizations to sell Clean Cards as a fundraiser.

**Gas King has been in business for more than 32 years**, during which time they have been recognized as an avid community supporter. For many years, the company has received the *Lethbridge Sun Times* Best of the Best Award for car washes.

"Although we think our locations have the same look and feel as the large gas chains, our customers know that we are a local company," says Brent Morris, president of Gas King. He further states that their customers support them because they know that Gas King supports their community in many ways.

"We have been a proud supporter of WHL Lethbridge Hurricanes, WMBL Lethbridge Bulls and a variety of local golf tournaments," says Morris. "We have been a long-time supporter of Lethbridge's summer fair & rodeo, Whoop-Up Days and sell tickets to this and other local events." A popular attraction during Whoop-Up Days is the

Gas King Stage which hosts many Canadian bands during the five-day fair.

Morris says their Charity Car Wash fundraising program gets great support each summer. This program allows organizations to use a self-serve car wash bay to hand wash vehicles and raise money for their worthwhile causes.

Considering all the charity causes that Gas King supports they are undergoing a project that will see each of their five carwash sites undergo an upgrade and facelift.

"Washtech from Calgary was chosen by us as the installer of the Exact One equipment as we had used Washtech in the past and liked their work," says Morris. "They had also done many installs of Exact One equipment so we were very confident in their ability to install the equipment with minimal downtime."

Undertaken by Washtech of Calgary, the existing coin boxes were removed and replaced with new Exacta brand >>

## FINAL UPGRADES FOR EACH OF THE GAS KINGS WASH SITES INCLUDE THE WASHTECH FOAMING CONDITIONER MANUFACTURED BY WASHTECH SPECIFICALLY FOR GAS KING SITES.



touchscreen payment system. At the time that this article was written, the three Leithbridge locations and one of the Medicine Hat sites were completed. The fifth location, which is in Medicine Hat, will be completed later this year.

Kevin Turner, president of Washtech Vehicle Wash Systems is proud that they were able to "pretty up" each of these sites and help Gas King integrate systems such as Exacta Car Wash Systems, allowing to use a variety of ways to pay for their wash... including credit cards, their King Card rewards card and the Gas King charge card.

Kevin Turner, president of Washtech Vehicle Wash Systems of Calgary stated that some of the Gas King sites used different coin boxes. Gas King wanted the pay stations standardized to allow for an easier, smoother experience for their customers and worked with Washtech to replace the old coin operated coin boxes with the new Exacta Touchscreen Bay Master touchless, coinless payment system.

"With our new car wash upgrade we will be selling a prepaid wash card known as the Clean Card and our future plans include allowing organizations to sell Clean Cards as a fundraiser," says Morris.

As a big supporter of local business, Gas King started a great partnership with the KickBack loyalty card network from Idaho in 2007.

"It has been a great 10 years of giving our customers points on almost all of their purchases, which they can spend just like cash back at our locations on anything we sell," says Morris. "In 2011, we branded our program King Card but we still remained on the KickBack network"

Doug Garratt, president of Exacta confirms that Gas King is one operator who is strongly into gas, c-store and car washing. Gas King has an extensive charge card and loyalty card (King Card) base so accepting these cards in the bays was important to them. Their InfoNet POS system in the store has been integrated to accept these cards for years. The upgrade on each of the four Gas King sites was completed with the goal of integrating these existing programs with the Exacta program of credit card and gift card, enabling customers to earn points on car washes right in the self-serve car wash bays. They were also looking for a modern look and feel to their self serve wash and therefore put in the Exacta Color Touch Screens with a custom look and feel that Gas King designed with Steve Sinclair of Sinclair Design Associates in Calgary. Overall, they

are working towards a better service and convenience for their customers, both old and new.

The final upgrades for each of the Gas Kings wash sites include the Washtech foaming conditioner manufactured by Washtech specifically for Gas King sites, the upgraded payment systems by

Exacta along with spot free rinse and DynaVac vacuums in each bay and dryers.

Social media is something that Morris knows is important for keeping current with their customers. Gas King's URLs include [gasking.com](http://gasking.com) and [mykingcard.com](http://mykingcard.com). **■**



**NEW WEBSITE, NEW EXPERIENCE,  
SAME QUALITY SERVICE & PRODUCTS.**

**WWW.WASHTECH.CA**



**WASHTECH**  
VEHICLE WASH SYSTEMS

#335, 3750 - 46th Ave SE,  
Calgary, Alberta, Canada T2B 0L1  
**403.243.1312**