



FOR IMMEDIATE RELEASE

**Liquid Barcodes Welcomes Internationally Acclaimed Car Wash Expert
Lars Kiib Hecht at The Car Wash Show Booth**

The Liquid Barcodes team is primed for an active presence as a first-time exhibitor at The Car Wash Show, hosting an interactive discussion featuring former Circle K executive Lars Kiib Hecht on May 13th.

May 2, 2024, FAIRFAX, VIRGINIA – Liquid Barcodes, the worldwide leader in innovative loyalty, subscription, and pump activation solutions for car wash operators and convenience retailers, is excited to return to The Car Wash Show in Nashville, May 13-15.

For the first time, Liquid Barcodes will exhibit at The Car Wash Show in **Booth #709**. Attendees are encouraged to visit and experience the dynamic, yet simple, Liquid Barcodes loyalty and subscription mobile app solutions for car wash and convenience retail.

On May 13th at 2:00 pm local time, Liquid Barcodes will host an interactive discussion featuring Lars Kiib Hecht, the visionary CEO of Wash World, on the opportunities and scalability of customer-friendly car wash solutions. Hecht boasts of an unparalleled 25-year trajectory of global success, marked by distinguished positions at industry titans like **Shell Oil and Circle K**. At **Circle K**, Hecht orchestrated a successful global car wash subscription program and directed targeted marketing campaigns across Europe, Canada, and the USA.

Several prominent U.S. convenience retailers rely on Liquid Barcodes solutions to power their app-based subscription programs including but not limited to **Circle K, H&S Energy (dba Power Market), United Pacific (dba Autowash), Warrenton Oil Company (dba FastLane), Sunshine Gasoline Distributors (dba Max Carwash), Enmarket (dba Marketwash), Au Energy (dba Loop Neighborhood Market), and Sampson Bladen (dba Han-Dee Hugo's)**.

Saurabh Swarup, Head of Sales and General Manager of North America for Liquid Barcodes says, "The Car Wash Show is a must-attend event for anyone connected to the car wash industry. With our expertise and experience in both the car wash and convenience retail channels, our app-based subscription solution is a top-notch technology that is imperative for retailers to compete in today's tight market. Having a car wash mobile app technology is extremely important because consumers use technology at the pump and inside the store and expect to use it at the car wash. Consumers today prefer seamless, 'do-it-yourself' options, whether choosing a wash, deciding the upsell feature, starting the wash, or any other aspect."

About Liquid Barcodes

Liquid Barcodes is a leading global loyalty and digital marketing technology partner specializing in the convenience and foodservice industries. The proprietary, cloud-based technology platform allows retailers to create and manage their digital marketing campaigns with the "customer connection cycle" process to engage, promote and reward customers' activities in real time across digital and media channels. Liquid Barcodes loyalty platform is powering loyalty programs for industry partners across several global markets, by offering unique subscription and mobile payment programs, machine learning, personalization, gamification, loyalty, and other capabilities. Learn more about Liquid Barcodes at LiquidBarcodes.com.

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