

franchising

Rocket scientist **turned franchisee**

ALEX BAKER HELPS KICK OFF FIBRENEW'S EXPANSION INTO THE UK



While studying aerospace engineering at Kingston University in London, Alex Baker never imagined that one day he would be living in California restoring, renovating and repairing leather upholstery and other plastic and vinyl products.

After growing up in Somerset and a stint with the Royal Air Force as a civilian contractor, Alex found himself in the south of France and eventually the United States launching satellites for Alcatel Espace.

OPPORTUNITY

No stranger to trying new things, when the time came to settle down with his growing family, Alex wanted an opportunity where he could manage his work schedule alongside his family and community commitments. Several franchise opportunities were subjected to Alex's scientific and analytical mind and he eventually picked Fibrenew.

He explains: "I wanted a hands-on business that had some science behind it and while you don't have to be a rocket scientist like I was, you do need a hunger for the satisfaction that comes with fixing things and fixing them well."

By using proprietary polymers and epoxies to repair deep scratches, tears and cracks in leather,

vinyl and plastic products, and then by custom mixing colors to re-dye the damaged area, Alex and other Fibrenew franchisees' customers only spend a fraction of the money they would have to spend to replace or reupholster a product.

Now, four years later, Alex joined Michael Wilson, the CEO and founder of Fibrenew, at the British & International Franchise Exhibition at Olympia, London to help kick off Fibrenew's expansion into the UK.

Born and raised in New Zealand before moving to Canada in the early 1980s, Michael started Fibrenew in 1987 and over the past 25 years has grown the business to well over 200 franchise units in Canada, the United States, Mexico, Australia and New Zealand.

LEADER

Now an industry leader in the development of exceptional leather, plastic and vinyl repair products and restoration techniques, Fibrenew has franchisees from all walks of life, united by their desire to repair things rather than throwing them away. Accountants, bankers, engineers, teachers, salespeople, tradesmen and those from many other professions have all become successful Fibrenew franchisees by finding opportunities in the numerous market segments where 'Fibrenewers' find their services needed.

In the UK Fibrenew is looking for well capitalised master franchisees, regional developers and individual franchisees who have a passion for protecting the environment from unnecessary waste, enjoy helping people solve problems and want a flexible lifestyle while running their own business.

New Fibrenew franchisees will become part of a global company that offers a premier training programme and an unrivalled support network. Franchisees will learn the skills necessary to repair and refurbish damaged leather and cracked vinyl and plastic in cars, boats, aeroplanes, at home and in commercial settings. **MM**

THE INDUSTRY

The ever growing consumer driven need for the repair and restoration of leather, plastics and vinyl represents a huge opportunity for anyone involved in this sector.

Especially relevant in times of economic belt tightening, repairing instead of replacing becomes the first option when faced with damaged materials in one's home, office, clinic, vehicle, boat, car or aircraft.

The leather, plastic and vinyl restoration industry is as broad and diverse as your imagination and includes:

- Offices, restaurants, bars and theatres.
- Medical, dental and veterinary clinics.
- Furniture stores, homes and fitness centres.
- Marinas and commercial and private aircraft.
- Car dealerships, rental agencies and fleet vehicles.
- Insurance claims: vehicles, vinyl sidings, boats and more.

Fibrenew is the leader in the industry, with more than twice the market share than its closest global competitor. The products the company researches and manufactures, the support systems it's created and the vast network of franchise owners around the world are but a few reasons why Fibrenew maintains this position.

ABOUT THE FRANCHISE

- Flat fee franchise model.
- Low start-up costs, low operating costs and simple operation.
- Established in 1987, Fibrenew now has over 200 locations in five countries.
- High margin, successful, home-based mobile service business.
- Multiple profit centres, including automotive, aviation, marine, residential, commercial, insurance and medical markets.
- Opportunities for repeat business in exclusive, protected geographic territories.
- Operate as a single owner/operator, with a fleet or as a master franchise.
- Recession resistant business.
- Fibrenew manufactures and develops its own products and techniques.
- First rate training and ongoing support network via phone, email and online.
- Mentorship programme, with an assigned senior franchisee to help get you started.
- In-house, easy to use proprietary software, all from an iPad.
- Operate Monday to Friday with few or no employees to manage.

FOR MORE INFORMATION

- Call **1 403 278 7818** (Canada), email info@fibrenew.com or visit www.fibrenew-franchising.com.

More Info - www.makingmoney.co.uk/r/4953

