



For immediate release:

Amid substantial growth, Fibrenew expands its franchise development team by bringing on Matt Woodcock as Franchise Developer. Matt will work along-side Bob Johnston, Director of Franchise Development and Jamie Myles, Franchise Consultant at Fibrenew.

The longtime sales and operations executive has spent a decade in the industry as a franchise owner and franchise development leader

ALBUQUERQUE, N.M. — Matt Woodcock is ready to help Fibrenew enter next-level franchise growth mode.

The 250-plus unit franchise that spans North America and expanding worldwide, is looking to further its reach across the U.S. and Canada and is prepping for accelerated growth with the recent addition of Woodcock.

Matt spent a decade as a franchise owner of a top education franchise brand before successfully selling his business and working with the franchise as a development director. He is now ready for the next opportunity and excited to help Fibrenew expand its well-positioned restoration and repair services model.

“I am super excited about this — this is an amazing opportunity,” Matt said. “To see the growth numbers Fibrenew is reaching and the demand, along with their track record over the past 30-plus years, shows that this is a time-tested, franchisee-focused model. I’m grateful for what I have learned so far and who I have worked with in the franchise industry, and can’t wait to help usher in a strong future for Fibrenew.”

Fibrenew, founded in 1985, prides itself on being a flexible model that provides franchise owners the tools they need to grow their territory while offering them a business opportunity that helps them build a legacy and support their families. Franchisees receive all the support and training they need to offer leather, plastic, vinyl and fabric restoration and repairs. The process saves consumers, businesses, and organizations money while bringing everything from an old sofa to the interior of a muscle car back to like-new condition. Taking a different route to franchise royalties, Fibrenew owners only pay a flat monthly fee instead of a percentage of their earnings.

The franchise is a trusted model with a growing number of national accounts that turn to Fibrenew for restoration and repairs, including Zurich Shield, Concentra, Flexsteel, Two Men and a Truck, Punch Bowl Social and many other brands.

“We’re seeing consistent, steady growth over the past year — we’ve had dozens of new franchise owners come on board in 2019, with more in line,” said Jesse Johnstone, President of

FIBRENEW

Experts in Leather, Plastic & Vinyl Restoration

Fibrenew. “As we grow, we know we need someone like Matt on our team – someone who has the experience and understanding to help guide prospects down the right path and help people make smart decisions about their future. We’re thrilled to have him on board.”

For more information, visit Fibrenew.com. You can learn more about Matt Woodcock [on his LinkedIn page](#).

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About Fibrenew

Have you ever noticed a rip in a leather couch, a faded car seat or a damaged restaurant bench and wondered; can that be repaired? The answer is yes and that's what Fibrenew does. Since 1985, the franchise system has restored leather, plastic, and vinyl wherever it is found. Whether in a home, office, medical clinic, car, boat or restaurant.

Customers love that Fibrenew saves them both time and money by offering an alternative to replacement. On-site service from franchise owners is super-convenient and way more economical than having to buy new. As an added benefit, Fibrenew is an eco-friendly business, helping prevent thousands of items from ending up in landfills each year.

Fibrenew has more than 250 trusted repair technicians across the U.S., Canada and worldwide, and is always looking for qualified candidates interested in opening their own franchise business.

Visit fibrenew.com today to learn more.

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