

FIBRENEW®

Experts in Leather, Plastic & Vinyl Restoration

FRANCHISE OPPORTUNITY

Information Kit





THE OPPORTUNITY

Fibrenew is a market leader in the restoration of leather, plastic and vinyl. We are a home-based, mobile franchise service that caters to the aviation, automotive, commercial, marine, medical and residential markets.

CONSUMER-DRIVEN DEMAND

There is leather, plastic and vinyl everywhere that becomes damaged through normal wear and tear or accidents. Fibrenew technicians are called upon to restore rips, fades, stains, cracks, scratches and holes on items in homes, vehicles, boats, planes and businesses.

DIVERSIFIED SERVICE BUSINESS

With so many potential revenue streams across multiple markets along with a high demand for our services, our company and franchisees have grown and thrived through every rise and fall of the economy since 1987. That really speaks to the fact that there is always a need for our services.

GROWTH & STABILITY

Since 1987, we have been building and refining a robust franchise business system. This includes the on-going research and development of our proprietary product line, highly specialized techniques as well as rock-solid support, operations and marketing systems.

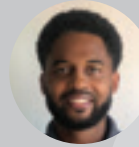
The strength of our business model, the quality of our products and services and our enthusiasm for what we do all contribute to the success of 280+ Fibrenew franchises around the world.



Michael Carter
Fibrenew Loudoun
Ashburn, Virginia



WORDS FROM A FRANCHISE PARTNER



Stephen Bland
Fibrenew SE Louisville

Before I started my Fibrenew business I heard 'you will be in business for yourself, but not by yourself'...having now started my own Fibrenew business I can say that's true. The support is phenomenal. I always get an answer to any question I have and I always feel I have a team behind me in my business.

BY FOLLOWING OUR FRANCHISE SYSTEM, YOU CAN:

- Launch your new business on the right foot, primed for success from the beginning
- Learn how to identify and attract new customers in multiple markets
- Diversify your business by consistently developing new skills with our training resources
- Learn how to develop repeat business
- Maintain a positive work/life balance so you can have more time for yourself and family
- Set and track business and personal goals and ultimately plan for business succession
- Take charge of your financial future

WITH OUR SYSTEM, YOU RECEIVE:

- Niche market business with multiple revenue streams
- Low overhead operation with few or no employees
- Flexible lifestyle - you set your own hours
- Flat-rate royalty system with no financial reporting, no red tape. You truly are your own boss.
- Six weeks pre-training, two weeks hands-on training and a comprehensive, eight-stage field training program
- Expert field assistance, business coaching, training seminars and local workshops
- Personalized website with internet and social media marketing support
- Professional print and email marketing support
- Fully loaded iPad with custom business tools
- Proprietary product line, manufactured in-house with nearly 200 items
- Exclusive color-matching reader and technology
- Custom business and field management software
- Access to nation-wide account work (Canada and USA only)



BEFORE



AFTER



BEFORE



AFTER



Mark Chasteen
Fibrenew Smyrna
Smyrna, Tennessee

WORDS FROM A FRANCHISE PARTNER



Al Crnjac
Fibrenew Eastern Ontario

*The products are phenomenal.
They give us the finish that we need.
That, with the service we provide
makes us a miracle company.*

SAVING TIME, MONEY & MOTHER NATURE

Our restoration services save our customers both time and money by offering an alternative to replacing their damaged couches and chairs, car and marine components, commercial furniture and more. Our on-site services make it more convenient and faster in getting their items back into great looking and working shape again. As an added benefit, our services help prevent thousands of items from ending up in landfills each year which helps preserve mother nature.



LEATHER, PLASTIC & VINYL EVERYWHERE - WHICH MEANS OPPORTUNITY EVERYWHERE!

Aircraft
Ambulances
Auto Body Shops
Bars/Pubs
Boat Dealers
Cafés
Car Dealers
Car Rental Agencies
Dentists
Farm Equipment
Fleet Vehicles
Furniture Stores
Government Offices
Gyms
Hospitals
Hotels

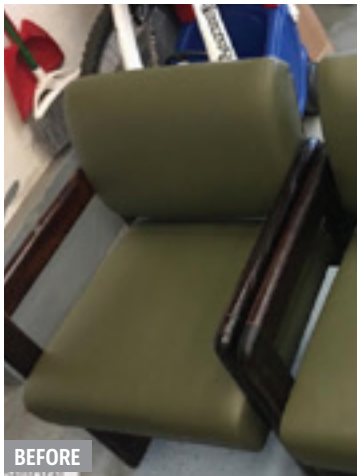
Insurance Companies
Interior Designers
Limo Companies
Medical Clinics
Massage Therapists
Military Vehicles
Motorcycle Dealers
Moving Companies
Restaurants
RV Dealers
Schools
Theatres
Trucking Companies
Vet Clinics
Warranty Companies
...many more



BEFORE



AFTER



BEFORE



AFTER



Ann Benes
Fibrenew Lincoln
Dwight, Nebraska

WORDS FROM A FRANCHISE PARTNER



Jeff Hecker
Fibrenew Three Rivers

The level of support from head office was one of the selling points for me. No financial tracking and reporting sales was also a major reason why I purchased a Fibrenew Franchise.

WHO WE ARE LOOKING FOR IN A FRANCHISE PARTNER

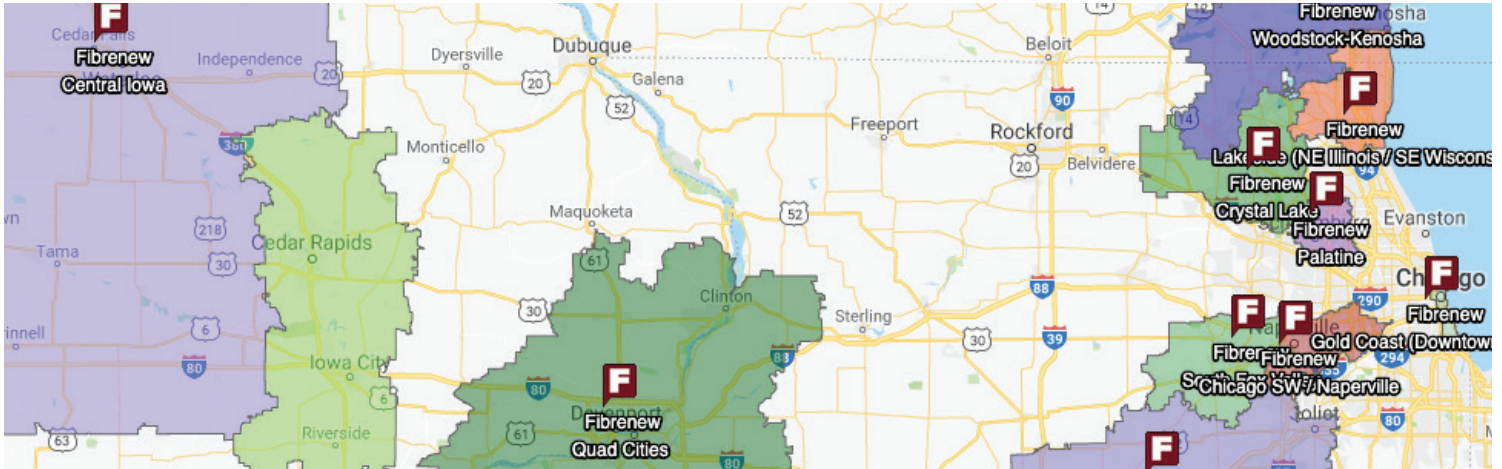
- can distinguish color
- enjoys working with their hands
- is not afraid to network and market yourself
- is trainable & coachable yet can be independent
- is physically fit as maneuvering furniture is required
- has a minimum net worth of \$100,000 with \$25,000 liquid capital available

PAST CAREERS OF FRANCHISE OWNERS

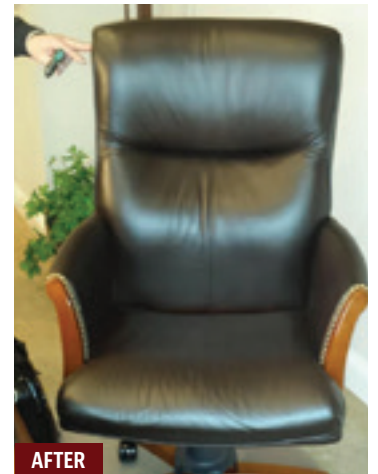
Accountant
Aircraft Mechanic
Business Analyst
Chemist
Civil Engineer
Company Executive
Electrical/Plumbing
Electronic Technician
Finance Manager
Golf Pro
Graphic Designer
Human Resources
I.T. Specialist
Industrial Scientist
Logistics
Manufacturing

Master Cabinet Maker
Mechanic
Mechanical Engineer
Meteorologist
Nursery Owner
Optometrist
Pilot
Printing Salesman
Retired Colonel USAF
Rocket Scientist
Sales Representative
School Teacher
Software Engineer
Telecommunications Truck Driver
...many more

FIBRENEW®



Fibrenew is a niche market service with high consumer demand. Our proprietary products and highly-specialized techniques save our customers time and money by offering them an option to restore damaged leather, plastic and vinyl instead of replacement.



QUICK FACTS

Incorporated Name: Fibrenew International

Business Type: Franchise

Industry: Restoration Services

Ownership: Privately Held

Year Founded: 1985

Franchising Since: 1987

Total Franchised Units: 280+

Royalty Type: Flat Rate Monthly

Home Office Location: Calgary, AB

TERRITORY & INVESTMENT

Available Areas:

North America: All US States, Canadian Provinces, & Mexican States

South America: All Countries

New Zealand: Only a few territories left

Australia: All States & Territories

United Kingdom: All Cities & Areas

Europe & Asia: All Countries

South Africa: All Provinces

Single Population Territory Base:

up to 300,000, no greater than 100 driving miles

Financing:

Available through 3rd Party Sources (USA Only)

Total Liquid Capital Required (single territory):

\$25,000 (USA & Canada)

Minimum Net Worth Required (single territory):

\$100,000 (USA & Canada)

Total Capital Investment (single territory):

\$87,000 - \$99,000 (USA & Canada)

Please contact us for investment and territory details for outside USA & Canada. We'll be happy to answer your questions.

CONTACT & NEXT STEPS

If you have any questions about becoming a Fibrenew Franchise Partner, we will be happy to speak with you.



Bob Johnston
Director of Franchise
Development

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bjohnston@fibrenew.com



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Franchise Development

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Franchise Development

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Jesse Johnstone
International
Development

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jesse@fibrenew.com



fibrenew.com



facebook.com/fibrenew



instagram.com/fibrenew_intl



fibrenew.com/linkedin



Chad Hendry
Fibrenew Calgary South
Calgary, Alberta



VETERAN OPPORTUNITY

As a way of giving back, qualified Veterans receive a 10% discount* off the franchise fee of a new Fibrenew business.

From all of us at Fibrenew, thank you for your service.

* See Franchise Disclosure Document for more details. Information on this document is not an offering to sell a franchise. Franchise offerings are made through review of the Franchise Disclosure Document. This contains forward-looking statements about, among other items, the sales, revenues, products, consumer acceptance, growth rates and franchising potential of Fibrenew International. The statements reflect management's current expectations regarding future events. Statements about Fibrenew's past performance are not necessarily indicative of its future results. Fibrenew International undertakes no obligation to publicly update or revise any forward-looking statement, whether as the result of new information, future events or otherwise. This information is not offered or disclosed in connection with an offer to sell or the solicitation of any offer to buy any franchise.

All information subject to change. Last updated: December 2, 2021