

# **FIBRENEW®**

*Experts in Leather, Plastic & Vinyl Restoration*

## **FRANCHISE OPPORTUNITY**

Information Kit



[fibrenew.com](http://fibrenew.com)





## 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 300+ Fibrenew franchises around the world.



Michael Carter  
Fibrenew Loudoun  
Ashburn, Virginia



## WORDS FROM A FRANCHISE PARTNER



Stephen Bland  
Fibrenew Bluegrass Lexington

*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

# FIBRENEW®



BEFORE



AFTER



BEFORE



AFTER



Ann Benes  
Fibrenew Lincoln  
Dwight, Nebraska

## WORDS FROM A FRANCHISE PARTNER



Chip Cox  
Fibrenew Greater Memphis

*Fibrenew corporate is great. They are giving us all the tools they can for us to be successful. I honestly believe they want us all to be successful.*

## WHO WE ARE LOOKING FOR IN A FRANCHISE PARTNER

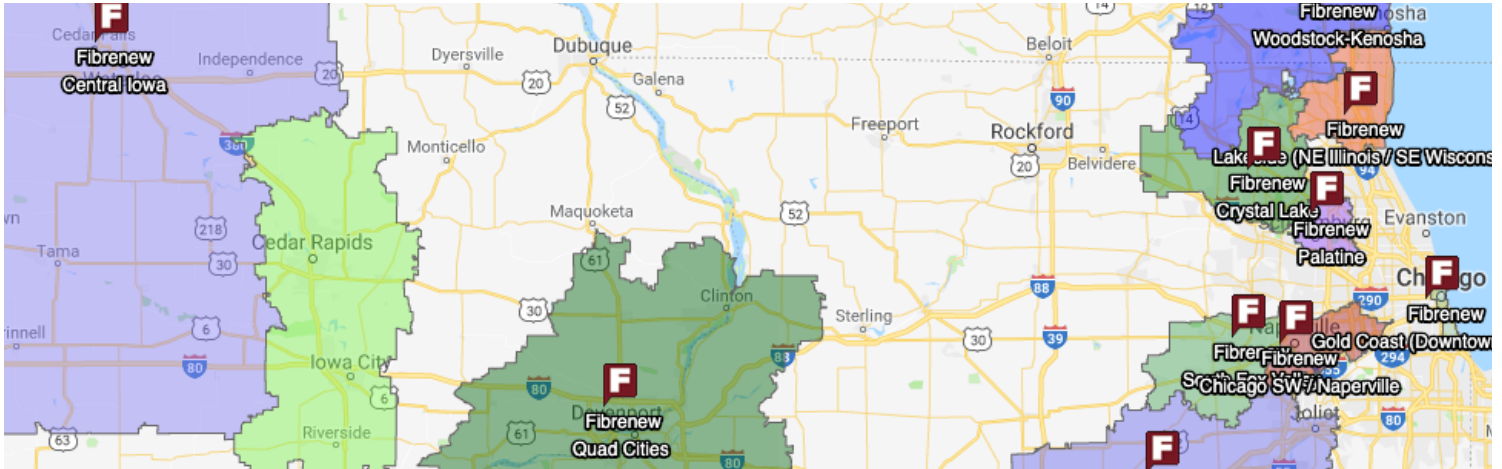
- can distinguish color
- enjoys working with their hands
- is not afraid to network and market yourself
- is trainable & coachable yet can be independent
- is physically fit as maneuvering furniture is required
- has a minimum net worth of \$100,000 with \$25,000 liquid capital available

## 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.



BEFORE



AFTER

## QUICK FACTS

**Incorporated Name:** Fibrenew International

**Business Type:** Franchise

**Industry:** Restoration Services

**Ownership:** Privately Held

**Year Founded:** 1985

**Franchising Since:** 1987

**Total Franchised Units:** 300+

**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):**

\$93,125 - \$111,695 (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](mailto:bjohnston@fibrenew.com)



### Jamie Myles

Franchise Consultant

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[fibrenew.com](http://fibrenew.com)



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[fibrenew.com/linkedin](https://www.linkedin.com/company/fibrenew)



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: March 23, 2023

