



# INSTANT IMPRINTS®

## BUSINESS OVERVIEW



BRANDED APPAREL



SIGNS & BANNERS



CUSTOM T-SHIRTS



PROMO PRODUCTS



PRINT SERVICES

Choosing the Best Instant Imprints Model for Your Lifestyle



**Business to Business**  
**Personal Service**  
**Local Showrooms**  
**Visual Communications**  
**E-Commerce**  
**Scalable Investment**



**BRANDED APPAREL**



**SIGNS & BANNERS**



**CUSTOM T-SHIRTS**



**PROMO PRODUCTS**



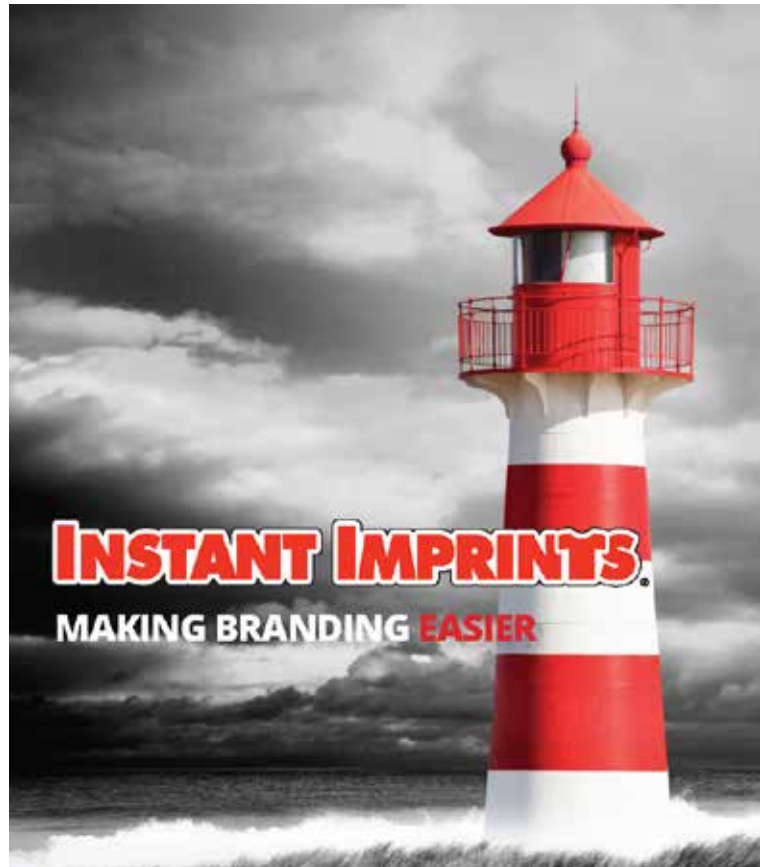
**PRINT SERVICES**



# EXECUTIVE SUMMARY

**A business model  
where YOU can build  
YOUR business and  
create YOUR lifestyle  
YOUR way**

Instant Imprints is a visual communications franchise that provides custom branding and promotional marketing services to businesses in the local communities they serve. We make branding easier for with over 1 million products and services.



## What's in it for you...

### Mentally Rewarding

- Strategic
- Everyday brings new opportunities
- Complete business to run
  - HR
  - Marketing and Networking
  - Operations and Production
  - Business Development

### Emotionally Rewarding

- You make a difference for your clients
- You make an impact in your community
- You become a business leader
- Developing a team and creating opportunities for people to grow and succeed
- You belong to a strong support network

### Financially Rewarding

- High Average Transaction \$553\*
- High Average Gross Margin 62%+\*
- High rate of repeat business
- \$934,338 Average of top 25% of centers in USA\*
- Scalable investment options
- Cost Average down as you grow
- E-commerce tools & company stores

\*Based on numbers from our FDD

### Initial Franchise Fee's

\$39,950 Initial Fee for Brand & Growth Centers w/ 10 yr Term  
\$79,950 Initial Fee for 3 Pack Multi's w/ 10 yr Term  
\$10,000 Training Fee  
\$10,000 Construction Management Project Fee

### Monthly/Ongoing Fee's

6% Royalty Fee based on Sales Subject to Royalty (SSTR)  
2% Brand Fee based on SSTR  
\$475 USD Technology Fee



## Financial Requirements to be Awarded a Franchise License

### Brand and Growth Centers

\$350,000 Net Worth  
\$125,000 Liquid/Investable cash

### Multi-Unit (3 packs)

\$750,000 Net Worth  
\$200,000 Liquid/Investable Cash



# OUR CUSTOMERS, OUR SERVICES

Instant Imprints is expanding throughout North America. We are looking for franchisees who are motivated to develop their own business and inspired to join and build a successful team.

At Instant Imprints, your customer base is limitless...businesses, schools, organizations, teams and consumers... all need promotional marketing products and services. We provide multiple center formats to help you choose what best fits your goals.

## YOUR CUSTOMERS

The franchise system serves clients of all sizes, with a focus on small and mid-market companies, schools, teams and non-profits looking for a better outcome with their marketing investment. They are committed to being more visible to their customers.

That visibility is created multiple ways: branded apparel, signs and banners, custom t-shirts, promotional products and print services.

Everyday you get to contribute to businesses, communities and people making branding easier.



## PRODUCTS & SERVICES

### BRANDED APPAREL

Your state-of-the-art center has embroidery machines that stitch anything from individual personalization to high quantity orders.

### SIGNS & BANNERS

Nearly any sign, banner or display that a business or organization may require your centers can produce.

### CUSTOM T-SHIRTS

T-shirts and custom designs using the latest technologies in direct to film, direct to garment, heat transfers, and screen printing.

### PROMO PRODUCTS

From branded pens to drinkware to flashlights, there are endless options at your disposal to offer your clients.

### PRINT SERVICES

Customized brochures, flyers, business cards, postcards, manuals, mailers and more, all designed to make your clients more visible to their customers.

# MARKETING OPPORTUNITY

# did you know?

- ▶ The promotional products industry in the US is \$19.2 billion and is used by virtually every business.\*
- ▶ The 2024 US custom T-shirt industry is \$5.33 billion and will grow at a compound annual growth rate 3.68% thru 2028\*\*
- ▶ Custom Decorated Apparel is showing explosive growth because of new technology and sustainable fabrics^
- ▶ The Printed digital wide format signage industry in the US is \$18.4 Billion and showing no signs of decline\*\*\*
- ▶ 82% of recipients keep promotional products longer than a year, and 80% of Decision Makers were impressed with a company after receiving a promotional product.\*
- ▶ The industry is highly fragmented, with no dominant competitors in any category. NO competitor has more than 2% market share
- ▶ 43% of people are more likely to buy from a business that has given them a promotional product versus one that has not!\*

Sources: \* ASI \*\* Statista \*\*\* Market Research Future ^Grand View Research

**Promotional marketing brings any brand to life with customized products and services. With all of the many businesses buying promotional products to create brand visibility, there is a huge opportunity for professional growth within the Instant Imprints network no matter which concept unit floor plan you consider.**



**Average Transaction \$553**

With the Instant Imprints model, you have more revenue streams, more ways to attract and retain customers, and more ways to satisfy existing customers, while increasing loyalty.

Instant Imprints primarily targets small to mid-market clients with an outcome driven approach to their visual communications and branding needs.

**Average Gross Margin 62%**

Our strong leadership team, provides full business training and ongoing coaching; we prepare you with leading technology including an in-center business management system, workflow management; year-round marketing campaigns, e-commerce systems, operational support; a strong web presence with your own center website; social media presence with pay-per-click and Google Ads and other digital marketing tools.

**Average Store Revenues  
\$526,798**

Based on Store T12M reporting



**There is tremendous value in the Instant Imprints franchise opportunity. All you have to do is choose your concept and begin!**

# IT'S ALL ABOUT FIT... WHAT MAKES A GOOD FRANCHISEE



Our Franchise network is our superpower. With tremendous team culture, our franchisees help with peer support, mentoring, and best practice sharing to contribute to each other's success.

Having backgrounds as unique and diverse as their stories, the Franchise Network share's common traits that make the difference.

- Coachability and willingness to follow a system
- Curious and Resourcefull
- Outcome driven teambuilders
- Action Oriented and Community Minded
- Marketing and Business Development focussed

## **Gen X-er's**

- Not ready to retire but you bring experience & passion.
- They want to control their own destiny, make an impact, create a better lifestyle and build a team for multiple units & expanded opportunity.

## **Young Guns**

- Under 40, don't want a corporate lifestyle
- Independence is important
- Technology savvy
- Looking to grow and scale
- Like sharing & mentorship, fired up and ready to grow

## **Empire Builders**

- Owned businesses before
- Strong teambuilding and leadership skills
- Looking for scalability & multiple units
- Like contributing to strategy
- Have a "Grow" or "Die" Mentality



# WHAT MAKES A GREAT TERRITORY or LOCATION



- Street facing frontage
- Windows for lots of natural light
- Service based plazas - people go there for a purpose/service vs. a place to shop and browse
- Good ingress/egress & ample parking
- Clean, professional, and well maintained properties

- Class "B" Retail or Commercial/Prestige Industrial Locations are ideal
- Market Areas with Strong business density - We want to be close to our clients
- Locations on a Major Street with recognizable address/landmark - People know what to look for and make you easy to find, and easy to get to
- Brand Centers can benefit from lower taxes and more efficient cost per sq ft bringing a competitive advantage and scalability to the business
- Instant Imprints helps with site selection, lease negotiation, and construction management

	Brand Centre	Growth Center	Studio Center
Size	1400 - 2500 sq ft.	1000-1400 sq ft	500-800 sq ft
Ideal Zoning	Class B retail (1400) Industrial (2500)	Class B retail	Office Tower Commercial Class B retail
Ideal Placement/ Market Area	Service Based Plazas & Business Parks	Service based Plazas Urban/ Suburban	Dense Urban & Secondary markets
Businesses in Trade Area to support	2000-2500+	1000 -1500+	800+
Target Rent Low	\$2500 /month	\$2000/month	\$1000 per month
Target Rent High	\$5000/month	\$4000/month	\$1800/month

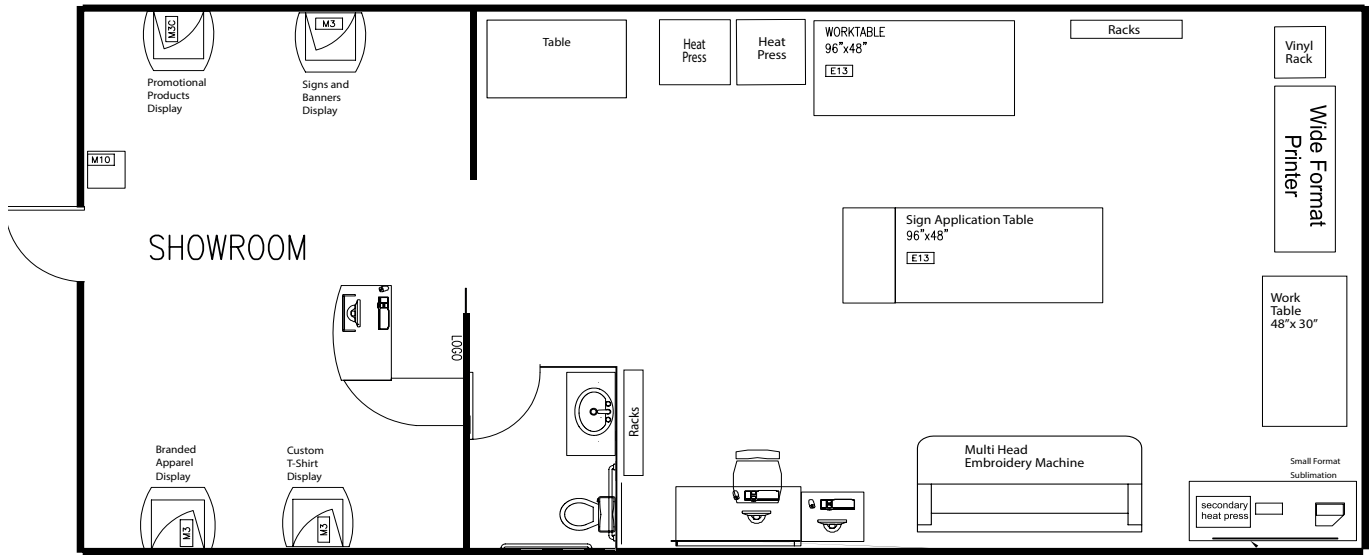


# OUR BUSINESS INVESTMENT OPTIONS

## BRAND CENTER

# 1400 to 2500 sq ft

Our Brand Center Model gives you the production capacity to service the needs of larger clients.



### Brand Center Total Investment - \$181,540\* to \$362,990

Equipment and Supplies Package: \$207,280

Leasehold Improvements: \$55,000\*\*

Training and Franchise Fee: \$49,950

Opening Launch Marketing and Working Capital: \$50,000

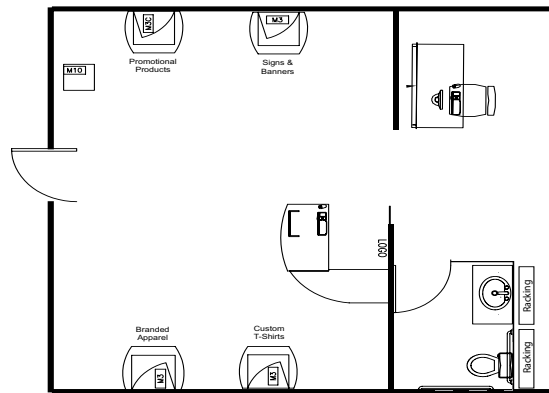
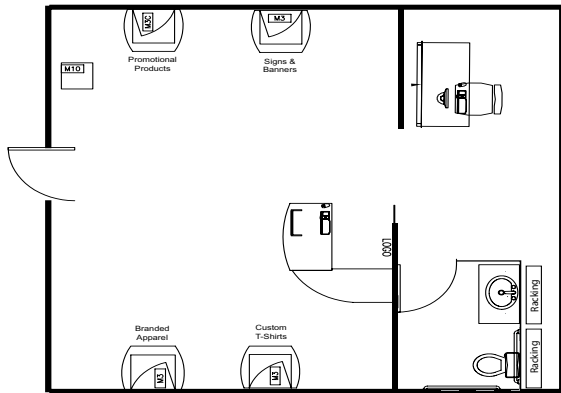
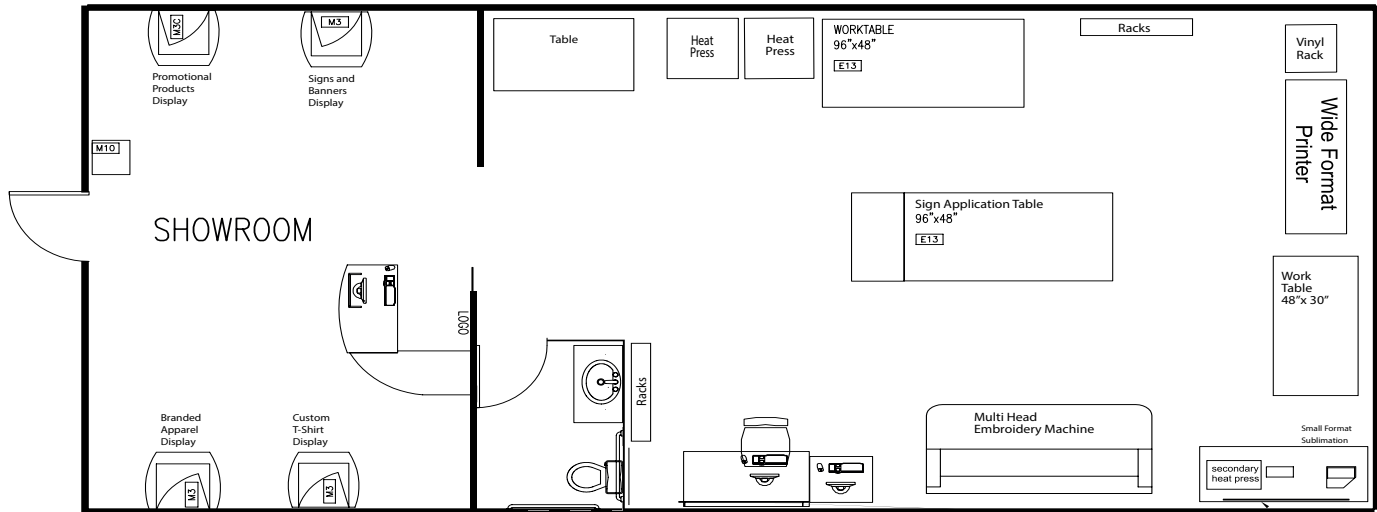
\*Assumes financing with a SBA Loan (Small Business Administration) amortized over seven years.

Ideal for: Gen X-er's and entrepreneurial new Americans  
Markets of 100,000 - 200,000 population





# MULTI UNIT OPPORTUNITY BRAND CENTER+ 2 STUDIO'S



Ideal for: Empire Builders & previous or existing business owners wanting to scale  
Markets of 350,000 population +

## 3 Pack Total Investment - \$207,170\* to \$494,240

Equipment and Supplies Package: \$287,280

Leasehold Improvements: \$70,000\*\*

Training and Franchise Fee: \$89,900

Opening Launch Marketing and Working Capital: \$70,000

- No Production in Studio Centers and Minimal Staffing Required 1-1.5 people
- Cost-Average Down as each studio opens
- Scalability is built in to the model, as sales person is required
- Flexible Real Estate Options, Studios are small at +/- 500 Sq Ft. Min.
- More marketing control over a larger territory
- Centralized Production
- 36 Month development Schedule to open all centers
- Studios are only available to Multi-Unit owners, must have a production center

\*Assumes financing with an SBA (Small Business Administration Loan) amortized over seven years.

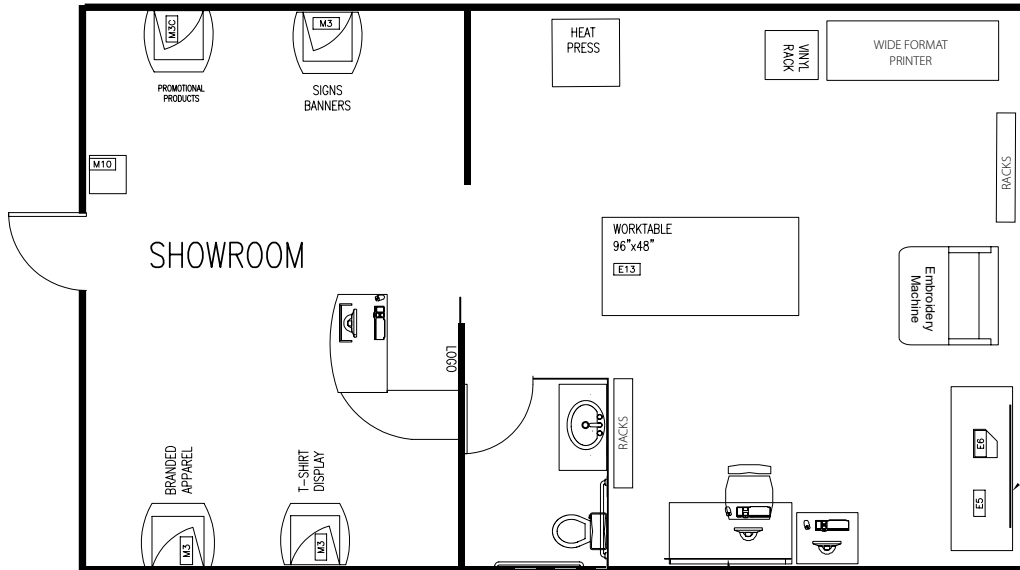
\*\*This is an estimate and is subject to change pending completion of final working drawings, terms of the lease, potential need for additional permitting and drawings as required by the city, and final size and condition of the space. At time of presenting the final budget, a firm number will be provided based off of the working drawings and a detailed quotation received from the trades/contractor for the required scope of work.

# YOUR BUSINESS INVESTMENT OPTIONS

## GROWTH CENTER

800 to 1000 sq ft

The Growth Center layout provides a full service presence in small cost effective model.



Drawing is for reference only. Your final floor plan may differ.

### Growth Center Total Investment - \$156,520 to \$275,840\*

Equipment and Supplies Package: \$151,680

Leasehold Improvements: \$40,000\*\*

Training and Franchise Fee: \$49,950

Opening Launch Marketing and Working Capital: \$40,000

\*Assumes financing with an SBA Loan (Small Business Administration Loan) amortized over 7 years.

Ideal for: Young Guns and First Time Business owners  
Markets of 30,000 to 125,000 population



# TOOLS & TECHNOLOGY



## LEADING TECHNOLOGY AND TOOLS to SUPPORT YOUR BUSINESS GROWTH

- Individually optimized multi-page franchisee websites and Analytics
- Enterprise level listings management for over 100 global listings platforms (Google, Bing, Apple ect.)
- Integrated reviews and social media platform with generative AI
- Business management POS with workflow and quoting with SAGE integration
- Promotional products database access
- Integrated quickbooks automation
- CRM and email marketing tools
- Intent based lead ggeneration
- E-commerce and custom webstore functionality with Unlimited stores
- Monthly peer to peer calls and training
- Sharepoint, MS Teams and Franchise Forums for Chat and Information sharing
- Annual Franchise conferences for networking and learning
- Fast Start Coaching, and Grand Opening Program





# INDUSTRY LEADING PARTNERSHIPS & SERVICE PROVIDERS



# LEADERSHIP & SUPPORT



Ralph Askar  
Great Leader & CEO



Jim Blackburn  
CTO & Administration



John Tillger  
CFO & Special Projects



Christian Collucci  
EVP Marketing & Franchise Development



Danny Lyon  
EVP Franchise Support & Development Mgr



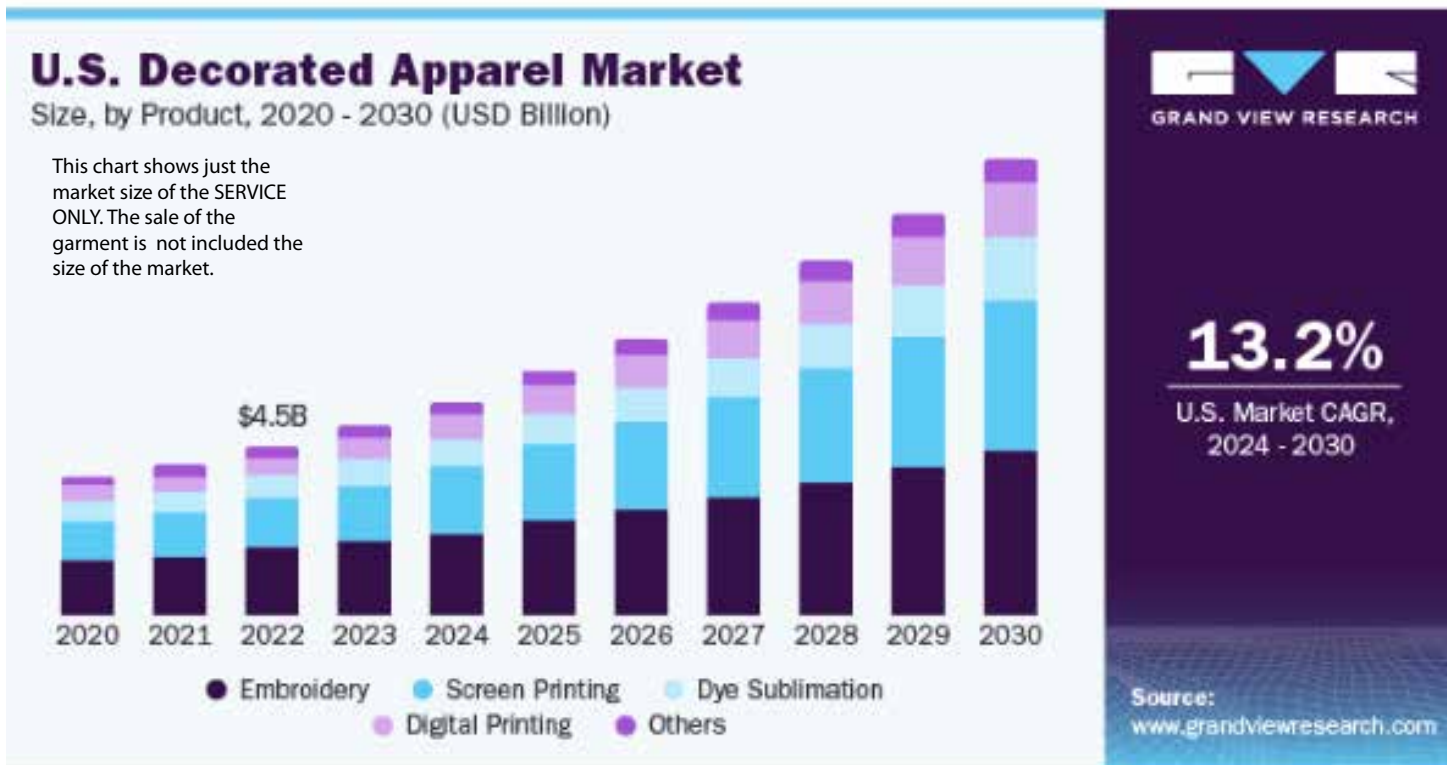
Swarna Puvi  
Controller Canada



Ellis Schaeffer  
Controller USA

# INDUSTRY DATA and INSIGHTS

## CUSTOM CLOTHING & WEARABLES



The US Decorated Apparel Market is healthy and growing fast. It is forecast to grow at a compound annual growth rate of 13.2% from \$4.5B to over \$12.1B by 2030.

Primary Factors Driving this Growth:

**Innovation and Digital Printing Technologies** make a big difference. Digital printing techniques use up to 90% less water and 30% less electricity making production more efficient than traditional screen printing and greatly reduce the environmental footprint.

**New digital machinery** such as **Direct to Garment (DTG)** and **Direct to Film (DTF)** and **Inkjet** allow for full color decoration in a fraction of the time. Newer textiles and moisture wicking fabrics used in sports and athleisure wear are more advanced and are geared towards digital printing.

**Sustainable fabrics and niche manufacturing/decoration** contributes to a highly fragmented market with no major dominant competitors.

**Embroidery and Screen Print** are the leading/preferred categories for decoration but digital is growing fast.



# Decorated Apparel Market

Concentration & Characteristics



## Market Concentration



Market Growth Stage

High

Low | Medium | High

Pace of Market Growth

Accelerating

Accelerating | Decelerating

## Market Characteristics

Industry Competition

Low High

Degree of Innovation



Level of M&A Activities



Impact of Regulations



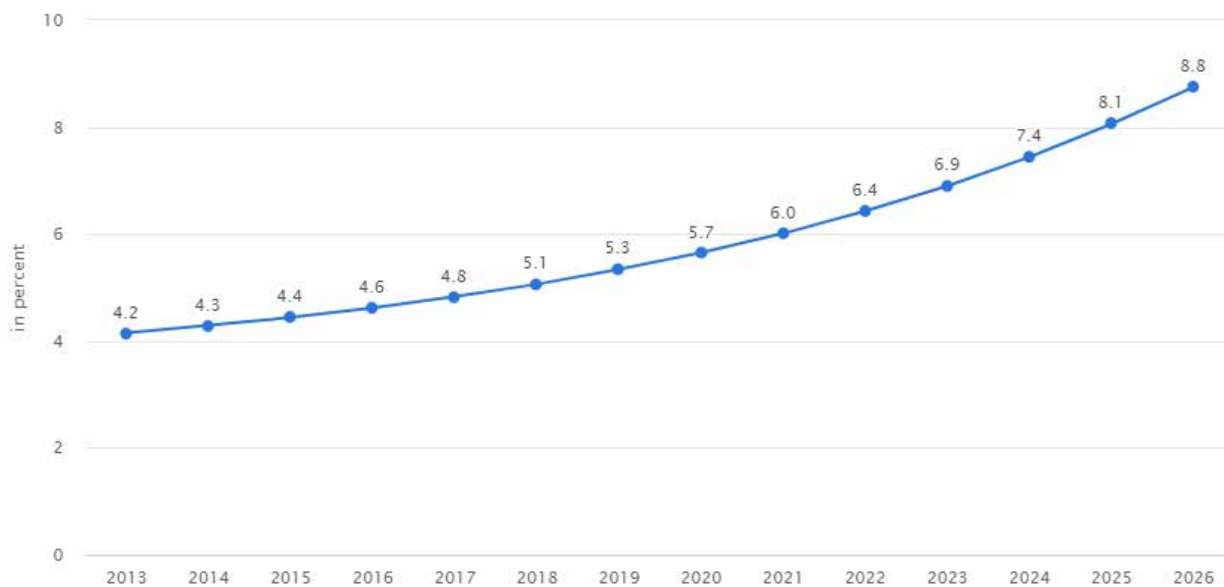
Services Substitutes



End-user Concentration



## SUSTAINABLE APPAREL SHARE



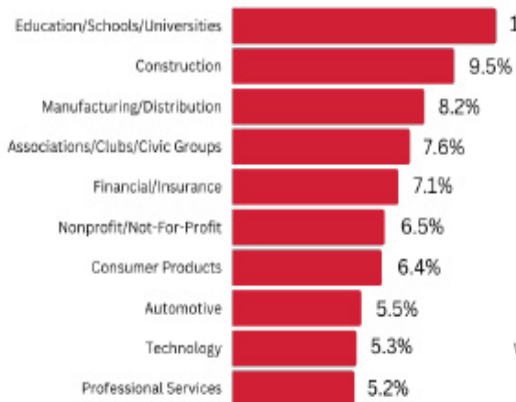
Most recent update: Mar 2024

Sources: Statista Market Insights , Annual reports of key players , Desk research , [Statista Consumer Insights Global](#)

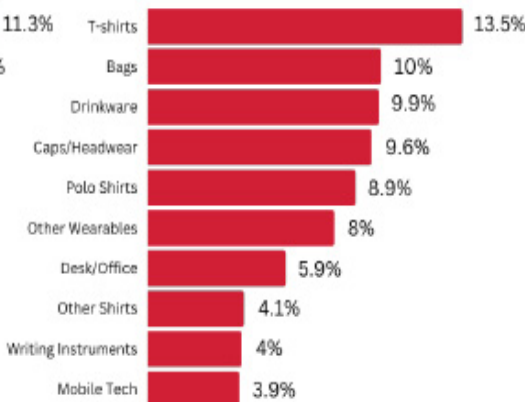
# INDUSTRY DATA and INSIGHTS

## PROMOTIONAL PRODUCTS

**TOP 10 MARKETS BY PERCENTAGE OF TOTAL INDUSTRY SALES**



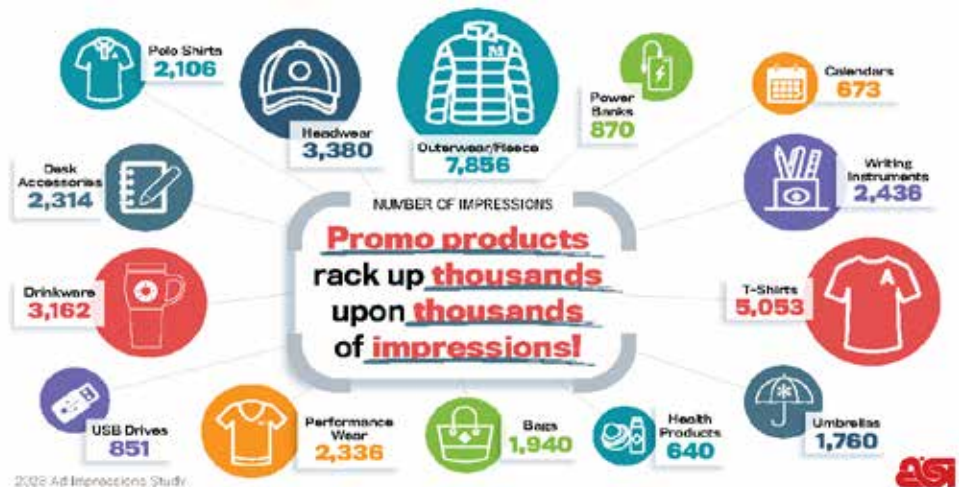
**TOP 10 PRODUCT CATEGORIES BY PERCENTAGE OF TOTAL INDUSTRY SALES**



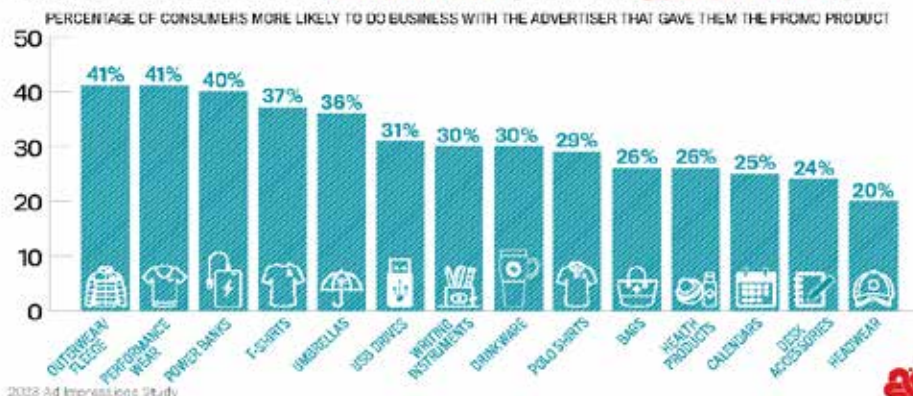
The US Promotional Products industry is currently \$19.2B and these are the top categories and vertical markets.

source Ad Specialty Institute

Promo Products are crucial for companies to promote locally and drive revenues. They are very cost effective, and efficient for the number of impressions generated for ad dollars spent.



### Promo Products influence behavior and the likelihood of consumers to do **business with the advertiser.**



Promotional Products are proven to influence buyer behaviour. Helping businesses integrate promotional products into their sales and marketing is a proven way to help companies drive a better marketing outcome!

# INDUSTRY DATA AND INSIGHTS AMAZON AND ONLINE MYTHS

Exhibit 1: BRIAN Framework for Amazon Disruption

	Bespoke Products <b>B</b>	Regulatory Hurdles <b>R</b>	Industry/Business Model <b>I</b>	Attention Post Sale/ Service Element <b>A</b>	Nuances/Complexities Behind Transaction <b>N</b>
	Bespoke	Regulatory	Industry	Attention	Nuances
Barriers	<ul style="list-style-type: none"> <li>Non-commoditized</li> <li>Low product uniformity</li> <li>Bespoke design elements</li> <li>Specificity, fit and customization</li> </ul>	<ul style="list-style-type: none"> <li>Legal complexity (Local, State, and Federal laws)</li> <li>Agency approval / scrutiny (FDA, FCC, etc.)</li> <li>Costly R&amp;D and trials required</li> </ul>	<ul style="list-style-type: none"> <li>Low order frequency/inventory turnover</li> <li>High SKU mix requirements</li> <li>Low reliance on retail for distribution</li> <li>Logistical complexities</li> <li>Low price points/gross margins</li> </ul>	<ul style="list-style-type: none"> <li>Exponential component</li> <li>Specialized service</li> <li>Installation and expertise requirement</li> <li>Relationship-based sales</li> </ul>	<ul style="list-style-type: none"> <li>Contractual structures</li> <li>Financing agreements</li> <li>Insurance reimbursement</li> <li>High time sensitivity</li> </ul>
Examples	<ul style="list-style-type: none"> <li>Bespoke suits/shoes</li> <li>Custom clothing</li> <li>Custom fabricated parts</li> <li>Exclusive or limited item</li> <li>Luxury goods</li> </ul>	<ul style="list-style-type: none"> <li>Pharmaceutical trials</li> <li>Franchise laws</li> <li>Health inspections</li> <li>FCC build out requirements</li> </ul>	<ul style="list-style-type: none"> <li>Large items that don't ship well (furniture, HVAC, autos)</li> <li>Low turnover (auto parts, lumber, home improv.)</li> </ul>	<ul style="list-style-type: none"> <li>Concierge service</li> <li>Appliances/auto-mechanic installation</li> <li>B2B relationships</li> </ul>	<ul style="list-style-type: none"> <li>Prescriptions/Pharma</li> <li>Personal home/autos</li> <li>B2B long-term agreements / projects</li> </ul>
Protected Sectors	<ul style="list-style-type: none"> <li>Travel</li> <li>Formal apparel</li> <li>Luxury goods</li> <li>Intimates</li> <li>Grocery</li> </ul>	<ul style="list-style-type: none"> <li>Financials/insurance</li> <li>Energy/utilities</li> <li>Pharma/healthcare</li> <li>Telecom</li> <li>Commercial Airlines</li> <li>Autos</li> </ul>	<ul style="list-style-type: none"> <li>Grocery</li> <li>DIY auto parts</li> <li>Off-price apparel</li> <li>Dollar stores</li> <li>Arts/crafts</li> <li>Home furnishings</li> <li>Specialty industrials (HVAC/electrical)</li> </ul>	<ul style="list-style-type: none"> <li>Travel</li> <li>DIY auto parts</li> <li>Healthcare</li> <li>Home improvement</li> </ul>	<ul style="list-style-type: none"> <li>Autos</li> <li>Pharma/healthcare</li> <li>Real estate</li> <li>Specialty industrials (HVAC/electrical)</li> </ul>

Source: Morgan Stanley Research

This industry is pretty well insulated from the Amazon and the pure online players. Yes online only competitors exist but they are just another channel and they often lack the service element that really drives the business. Given the technical and bespoke nature of the products and services available the industry has proven slow to adapt to fully online.

E-commerce represents a significant growth opportunity. Yet vast majority of the industry is not SERVED online. As part of our service mix we do offer custom webstores and e-commerce tools for our franchisees, but it is not a service for all. The vast majority of our industry is served offline, due to bespoke nature of our service, the branding and visual communications business is best delivered through relationships.



Most recent update: Mar 2024

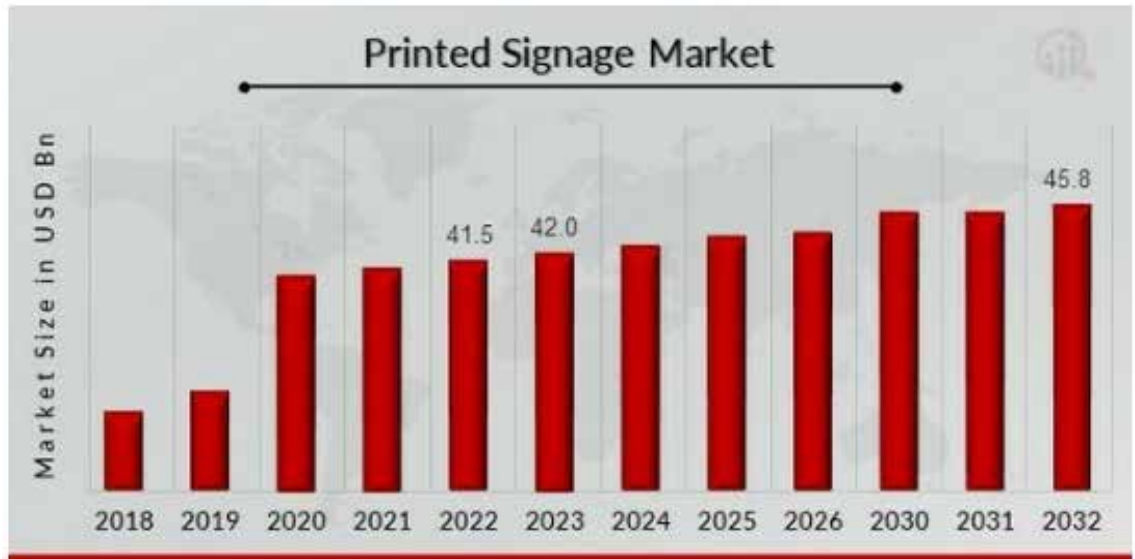
Source: Statista Market Insights



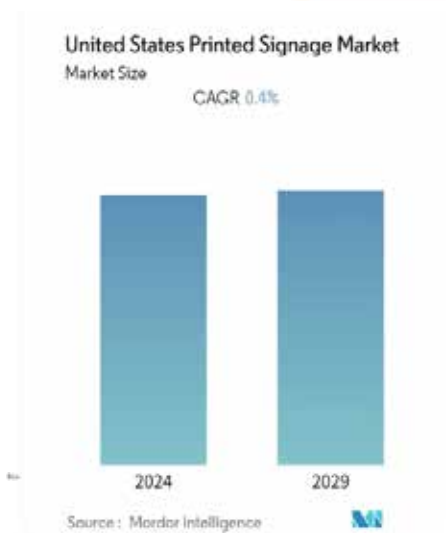
# INDUSTRY DATA and INSIGHTS

## SIGNAGE AND DIGITAL PRINTING

The global printed signage market is currently about \$42B USD of which \$18.4B is the US market and \$2.1B is the Canadian Market.

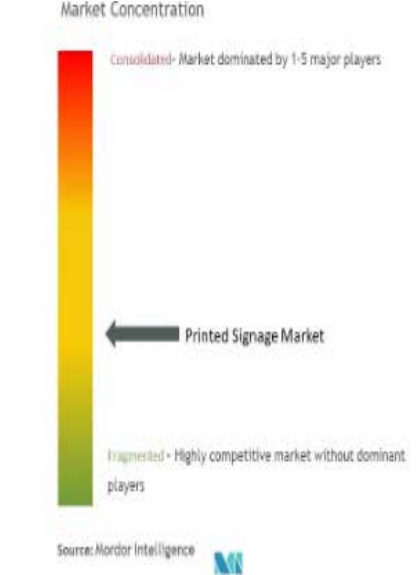


sources: Mordor Intelligence and Market Research Future



Study Period	2019 - 2029
Base Year For Estimation	2023
Forecast Data Period	2024 - 2029
Historical Data Period	2019 - 2022
CAGR	0.40 %
Market Concentration	Low
Major Players	

\*Disclaimer: Major Players sorted in no particular order



The signage and wide format printing market continues to evolve rapidly. New digital technologies make direct to substrate, flatbed, and textile printing more popular. There continues to be margin pressure on the more commoditized aspects of the digital wide format market. Transactional products like banners, lawnsigns, and A-frames are now provided by trade printers. Growth in the business is in more solution oriented products, like flooring, wall murals, windows, and vehicle fleet graphics, as well as more fabric banners in retail, institutions, and manufacturing these segments are growing rapidly.

# EVERYTHING YOU NEED TO ACHIEVE

Along with everything included in your choice of concept floor plan, Instant Imprints also provides all of the below...and much more. Your launch and business growth are continually supported by an Area Franchisee and/or the Instant Imprints Home Office Team. We believe in strong franchisor/franchisee relationships through open communication, mutual trust, and a dedication to long term success.

## Training

No experience is needed! No matter what your background, you do not need business development, graphics, or production experience to succeed with Instant Imprints.

### Five Week Training Program

- ▶ 1 week of in-center pre-training
- ▶ 2 weeks of Training in a training center and online
- ▶ 1 week of in-center training to achieve basic proficiency of our production methods
- ▶ 1 week of on-site support for your center opening

## Business Management & Sales Development

### Marketing and business development support includes:

- ▶ Customized Marketing Action Plan (MAP)
- ▶ Quarterly marketing campaigns, and Opening Launch Program (OLP)
- ▶ Turnkey design build
- ▶ FastStart Program - 15 weeks of critical mentoring and coaching
- ▶ Think like a CEO Coaching - 16 weeks of advanced Coaching around 12-18 months of Operation

## Continued Operational Support

### On-going guidance provided by Instant Imprints includes:

- ▶ Webinars, national conferences, and monthly peer to peer calls
- ▶ Store visits and Technical support
- ▶ ImageNet, our in-house intranet system
- ▶ E-commerce and Optimized locally focussed franchisee websites
- ▶ AI Powered Social Media, Reviews and Reputation Management to build your Audience
- ▶ Quoting and Workflow Management System with customizable pricing
- ▶ CRM and Email Marketing





**OUR MISSION**

Making Branding Easier

**OUR VISION**

Connecting Communities, People, and Business Together

**OUR CORE VALUES**

- Honesty
- Openness
- Authenticity
- Listening and Sharing
- Celebrating Wins



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[instantimprints.com/franchise](https://instantimprints.com/franchise)



Making Branding Easier