



# INSTANT IMPRINTS®



## HUB & SPOKE PROGRAM for Multi-Unit Development



**Personal Service  
Local Showrooms  
On-Site Production  
E-commerce Platform**



**EMBROIDERY**



**SIGNS &  
BANNERS**



**CUSTOM  
T-SHIRTS**



**PROMO  
PRODUCTS**



**PRINT  
SERVICES**



**INSTANT  
IMPRINTS**





# Multiple-Unit Development

# build your empire...

Our model allows business owners to rapidly scale their business investment with a low overhead structure. Instant Imprints has created a lifestyle based, business that spreads capital and marketing costs over multiple locations in a larger geographic territory. It allows franchisees to expand brand presence and reach in the community while taking advantage of operating and manufacturing efficiencies.

With a small sales and local marketing team your are well positioned to attract a solid account base fast! By delivering personalized services coupled with a strong e-commerce platform and local production you can build a tremendously loyal repeat account based, because every business everywhere needs to use the products and services that we sell everyday.

**Instant Imprints makes branding easy, because we look at it differently. It is our job to help our clients be more visible to their clients. By leveraging promotional marketing we can bring any brand to life with customized products and services.**



DONE  
RIGHT



QUICK  
TURNAROUND



QUALITY  
PRODUCTS



ON  
TIME



TIMELY  
COMMUNICATION



BEST  
PRICE



With the Instant Imprints model, you'll automatically have more revenue streams, more ways to attract new customers, and more ways to satisfy your current customers and still retain loyalty.

Market dynamics are evolving, as more people demand more flexible workplaces, substantial ecommerce growth, people just wanting more meaningful work on their terms. You are invited to consider how Instant Imprints' multiple unit program allows you to call your shots, and build your business enterprise.

For many, home prices have appreciated significantly and small business investment is more attractive than ever

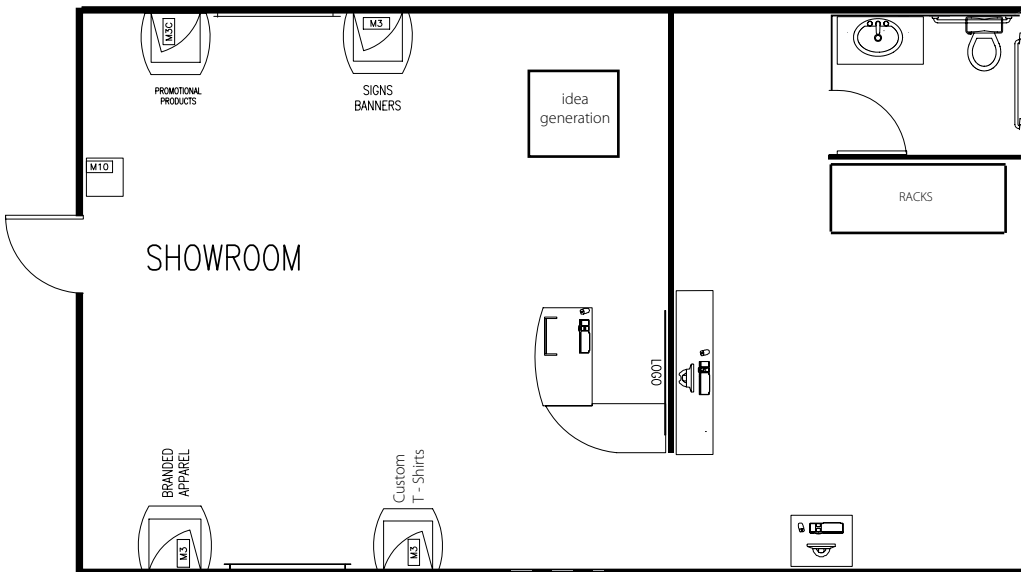


**Brands and branding is about telling stories that build trust, and delivering on that brand's promise to its customers. By bringing all the tools together to make is easy for our clients to visually communicate their brand message and be visible.**

# SHOWROOM

# 500 to 700 sq ft

The Showroom layout provides a full service sales and graphics counter for your territory using a footprint as small as 500 square feet.



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

## SHOWROOM Total Investment - \$45,00 to \$50,000

Furniture and Supplies Package: \$25,000

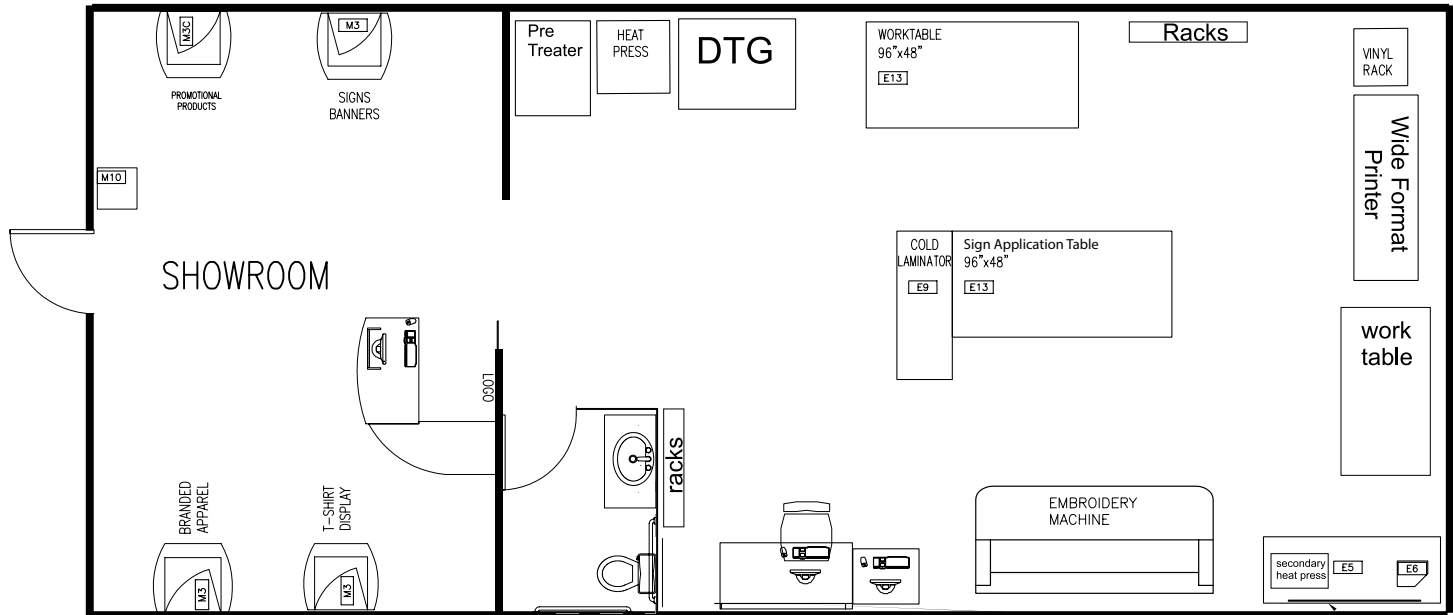
Leasehold Improvements: \$15,000\*\*

Opening Launch Marketing and Working Capital: \$10,000

\*\*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.

# PRODUCTION CENTER 1400 to 2500 sq ft

The Production Centre floor plan, has the production capacity to service the needs of your customers in a area as small as 1400 square feet.



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

## Expanded Center Total Investment - \$207,550\* to \$376,250

Equipment and Supplies Package: \$192,000

Leasehold Improvements: \$45,000\*\*

Training and Multiple Franchise Fee: \$84,950

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

\*Assumes financing with an SBA (Small Business Administration) or CSBL (Canadian Small Business 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.

# IT JUST MAKES SENSE

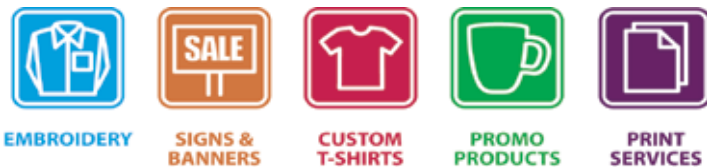
Business is changing, and more people are demanding flexibility in their work. People want to feel like the work they do provides value and brings meaning to their day. More people are placing a higher value on their time, and are demanding control over their own choices.

Instant Imprints is expanding throughout North America with franchisees who are motivated to develop their own business and inspired to join our team.

Our model allows franchise owners to enjoy a business with multiple units, and cost average down with each new showroom opened so as brand awareness and revenues grow, average unit operating costs come down, it is win on the top and bottom line. A franchisee can run a sizeable, meaningful business that creates jobs, benefits the community and can build long term wealth.

## OUR TARGET CUSTOMERS

Our franchise system caters to businesses, schools, non-profits and institutions of all sizes. Our core clients however are established companies that have 50- 200 employees. They value local relationships, our expertise and excellent customer service. They demand creative and knowledgeable partners that provide solutions and help them make it happen.



## PRODUCTS & SERVICES

### BRANDED APPAREL

Our state-of-the-art centres have embroidery machines that stitch anything from individual personalization to high quantity orders.

### SIGNS & BANNERS

Nearly any sign, banner or display a business or organization may require our centres can produce: A-frames, tradeshow booths, indoor and outdoor signage.

### CUSTOM T-SHIRTS

T-shirts and custom designs using the latest technologies in direct to garment, heat transfers, lettering and screen printing. Flexible order size and a fast turnaround.

### PROMO PRODUCTS

There is no shortage of ways to promote your business. From branded pens to drinkware to flashlights, there are endless options at your disposal.

### PRINT SERVICES

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

# HOW IT WORKS & KEY BENEFITS

Along with everything included with 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 by providing open communication, mutual trust, clearly defined rights and obligations, and a dedication to long term success.

## Scale Rapidly and Achieve ROI, Lifestyle and Business Goals

Moving into a new business can be daunting and capital intensive, our model empowers you to grow, get, keep, and satisfy customers, while helping you generate positive ROI and ROA so your business investment helps you create the lifestyle you want.

- ▶ Hiring a Sales Team to target and build accounts to grow sales faster
- ▶ Centralized Production and distribution efficiency across locations
- ▶ Showrooms expand local presence and awareness, while cost averaging down capital investment and operating costs
- ▶ Aggregate Revenues from 3 locations and reduce Royalty and Marketing Costs

## Business Management & Sales Development

**Marketing and business development support to build your team infrastructure**

- ▶ E-commerce and custom company webstore services
- ▶ Email marketing and CRM system (Customer Relationship Management)
- ▶ Customizeable Content Library and Marketing Materials
- ▶ Customized Marketing Action Plan (MAP) and Opening Launch program (OLP)
- ▶ FastStart Program - 15 weeks of mentoring and coaching to help you grow from self employed mindset to business owner mindset

## Some of the Finer Details

- ▶ Franchisee needs to open the 3 locations within the development schedule. If they fail to do so they could forfeit the protected territory
- ▶ Franchisee must own all 3 units, and sell all 3 as a bundle. If the franchisee sells only a showroom it must be converted to a growth format center as minimum.
- ▶ Franchisee cannot open just a Showroom with no-production capability
- ▶ Showroom staffing is 1.5 FTE (full time equivalent) per showroom with a sales person
- ▶ Franchise fee is paid in full at signing of the franchise and development agreements less any franchisor financing





## OUR MISSION AND VISION

"Making Branding Easier by Connecting Communities, People and Businesses Together."

*Ralph Askar, CEO and President*



### **United States**

San Diego, CA  
1.800.542.3437



### **Canada**

Burlington, Ontario  
1.888.247.0176

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

**INSTANT  
IMPRINTS®**

Everything You Need to Promote