



International Master Franchise



INSTANT IMPRINTS
The image people.

The International Master Franchise

Instant Imprints, headquartered in San Diego, California has retail shops across the United States, Canada and Europe. Instant Imprints has taken this business to a new level by creating its own brand and special retail niche. The customer base is virtually limitless. Nearly every company, school, organization, team, and a growing numbers of consumers buy and use Instant Imprints services and products daily. Instant Imprints blends 21st century technology with its own industry specific experience of over 30 years.

By blending five businesses into one business model, and by focusing on small and medium businesses as well as an increasing number of consumers, Instant Imprints retail stores can generate revenues and market share very quickly. As you view this business model, you will find it has no equal.

As it continues to grow, Instant Imprints is offering its dynamic and lucrative business model to markets outside the United States. This international business development will occur via the grant of an exclusive Master Franchise, typically on a country by country basis.

Master Franchisees will have the exclusive right to market and sell regional and unit franchises in their own countries. Revenue opportunities come from regional fees, initial franchise fees, royalties and the sale of certain equipment and products to the local franchise network. While enjoying this exciting income potential, Master Franchisees will simultaneously be building their own business equity as the local Instant Imprints network grows in size and reputation. Master Franchisees will also be licensed to operate their own Instant Imprint retail stores and can enjoy the financial benefits of these commercial operations.

Our mission is to be the #1 international brand associated with this industry. Similar to the way McDonald's and Subway prosper in just about every location they open, we are determined to do the same within the imprinted specialty industry.

The \$50 Billion Market*

The promotional advertising industry includes many different products and services. Due to its historical fragmented nature, few people realize how immense this industry has become. Although established for over half a century, the screen printing, embroidery, sign, and promotional products industries have lacked the technology to easily enter into them - until now!

Even today these fields are comprised of tens of thousands of independent shops across the world. New innovations, combined with our 30 years of experience, have allowed us to completely revolutionize these well established industries.

We have successfully merged these normally separate businesses into a 'one-stop shop' with an identifiable brand image and an intelligent approach to marketing and sales. We have developed turn-key solutions for newcomers as well as created benefits and new systems for seasoned industry veterans. Everyone can win.

** Combined annual sales of screen printing, embroidery, advertising specialty and sign industries.*



“Five Businesses in One” – the Competitive Advantage

Instant Imprints has succeeded in incorporating five proven profit centers into our single cost-effective business model. This gives our franchisees a very real and significant competitive advantage in any market.

Promotional Products Industry

Thousands of suppliers and manufacturers offer hundreds of thousands of custom imprinted items sold exclusively through businesses like ours to every type of company in the world. Our model allows for instant on-line access to these products and suppliers.

Screen Printing and Embroidery Departments

These make up our two biggest profit centers - wearables and accessories. Our franchisees have the ability to produce beautiful quality designs from concept to completion - all in-house. This gives us maximum flexibility and control while allowing us to maintain the highest profit margins. Our unmatched training modules allow you to grow your business as desired.

Banners and Signs

Training, equipment and technology will allow you to compete with just about every full service sign shop in any market. Customers will only need to come to your local shops for all of their promotional requirements. Our system allows franchisees to use existing client files to produce tradeshow, outdoor, and vehicle signage. Our package includes traditional vinyl cutting and new digital wide format, full color printing, for this high margin industry.

Transfers

This is the ultimate in personalization. The latest technology is used to produce brilliant full color images on popular items such as coffee and tea mugs, T-shirts, mouse pads, bags, and more. Items can easily be produced individually or in quantity. Sport team shirts, numbering and lettering capabilities as well as the ability to provide complete uniform packages, allow our franchisees access to the lucrative sports teams and league markets.



Why Invest in an International Master Franchise?

A Business Strategy

Franchising is nothing more or less than a business strategy for developing a country with a regional and even local business network. At the store level it is a model and method to acquire and retain customers. It is a marketing system for creating an image in the minds of customers about the company's products or services. It is a method for distributing products and services that satisfy customer needs. Franchising is a network of interdependent business relationships that allows a number of people to share brand identification, a successful method of doing business, and a strong marketing and distribution system.

Safety

For the both the Master Franchisee and Unit Franchisee, franchising is about risk reduction and safety. You become part of a group business owners committed to building a brand and dominating markets using a common, tested operating system. You do not have to guess about the most effective way to build your business; there is a specific system to use.

Proven Systems

The Franchisor provides a proven method of doing business (the operating system), a brand or trademark that will have value in the eyes of the customer based on execution of the operating system, and initial and ongoing support so the Franchisee does not have to reinvent the wheel to be successful. In this way, the brand grows faster than the Franchisor (or a single independent store owner) can achieve alone.

Predictable Results

A franchise system should also provide group buying power to reduce operating expenses, faster growth due to tested marketing programs, predictable results based on your adherence to the operating system and less risk of invested capital. As the network expands, virtually all the individual businesses enjoy greater equity.

For further information on becoming the Instant Imprints Master Franchisee in your country, please complete the online inquiry.

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