

the solution is CRYSTAL CLEAR

UVTEC FRANCHISEES SAVE CURTAINS AND CARPETS BY BLOCKING HARMFUL ULTRAVIOLET RADIATION

⇒ Laurie Jones is not a man to do things by halves. Having worked to develop a crystal-clear window coating that blocks over 99% of damaging UV radiation, he tested it in the harsh climate of Central Otago. He had it verified by the National Institute of Water & Atmospheric research (NIWA) and the Wool Research Organisation of NZ. And, in the past ten years, UVTec franchisees have applied the product in over 7,000 homes. Quite simply, it works.

'UV rays are primarily responsible for the fabric fading that makes soft furnishings, curtains and carpets old before their time,' Laurie explains. 'UVTec is an invisible liquid coating that protects costly furnishings and significantly extends their lifetime. It's like using a sunblock with SPF690! The appeal to homeowners, interior designers, architects and furniture shops is obvious – let alone commercial operators. We've treated windows at the prestigious Huka Lodge, Lockwood Homes showrooms and protected the unique collection of memorabilia at the Bruce McLaren Trust. Carpet companies say their single biggest complaint is fading and recommend effective UV protection. Well, unlike other treatments, UVTec is actually warranted to block UV radiation.'

With six UVTec franchisees around New Zealand, some of whom have been with the company for all of those ten years, Laurie is now looking for more people nationwide – and especially in Auckland. 'They must be



able to manage the practical aspects of applying the coating to windows while being able to market themselves professionally to the curtain and carpet retailers in their areas,' Laurie says. 'They must also be comfortable presenting the product to home owners and decision makers. There's plenty of interest out there – at the recent Home Show in the Bay of Plenty, we got six serious leads in the first 30 minutes!'

Laurie's attention to detail follows through to the franchise itself. In addition to receiving full training and a package of specialist equipment, every new franchisee is assigned a business mentor who works with them on an individual basis for the first twelve months. Laurie had top accountants KPMG prepare independent financial statements for the first three years of the pilot franchise in the Bay of Plenty that show an average \$90,000 annual profit. 'Take \$60,000 owner's salary out of that and it still shows a \$30,000 annual return on a \$75,000 investment,' he says. 'As a result, the banks have been very supportive – you can see their letters and find out much more about the UVTec opportunity on our website at www.uvtec.co.nz/fm.' ■

ADVERTISER INFO



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