



Business Center

PRESS RELEASE

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For Immediate Release

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Kwik Kopy Business Centers' national rebranding campaign offers franchise business conversions for independent pack and ship owners

CYPRESS, Texas – Entrepreneurs in the retail pack and ship industry who are looking for ways to diversify and grow sales in an increasingly competitive environment are finding a natural fit with digital copying and printing. Kwik Kopy Business Centers (KKBC), with a foundation of more than 40 years' experience in franchising, is offering an easy transition for independent pack and ship owners to become associated with the nationally known Kwik Kopy family of franchises. The campaign beginning this summer offers aggressively-priced incentives for rebranding non-affiliated centers.

“Kwik Kopy has been synonymous with quick printing and franchising since Bud Hadfield franchised his first print shop in 1967,” said Jay Groot, KKBC president. “Since then he has helped thousands of people realize their dream of business ownership.”

To meet the challenges of today's economic environment, KKBC special discount pricing includes:

- Reduced initial franchise fee
- In-house financing for franchise fee and marketing
- Franchise service fees assessed only on additional gross sales above an average sales base calculated on 12 months prior to rebranding
- Performance rewards offered

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Benefits of KKBC ownership include an intensive two-week training program at the international training facility, with hands-on guidance in business planning and operations, financial analysis, target marketing, business software and consultative sales strategy with additional pre-training and one week in-store post-training.

Franchise support includes peer focus groups, workshops and seminars, marketing materials and instruction, access to an extensive supplier network, special pricing on equipment, toll-free support line, Web and FTP sites, Conference with trade show and assistance with financing.

Manish Patel has seen the benefit in making smart alliances. After 18 years in the U.K., Manish moved his family of four to Frisco, Texas in 2004 to open a pack and ship business. Three years later, and in search of growth opportunities, he rebranded his operation as a Kwik Kopy Business Center.

“It seemed that I researched all the franchises on the Internet, and then I came across Kwik Kopy Business Centers,” said Patel. “Partnering with a company like Kwik Kopy gave me a feeling of strength. Simply making a phone call if I have any problems is a real benefit. The added bonus is that people are very aware of the Kwik Kopy name and great reputation.”

Other benefits include comprehensive training and an intensive 18-month marketing program to assist in conversion and beyond. “KKBC offers a complete business package and support that gives owners the ability to provide complete business services, the most technically advanced solutions for people in communities throughout America,” said Groot.

Kwik Kopy Business Center features a “one-stop shop” for business services: marketing consultation, graphic design, color printing, and digital black-and-white and color copying, blue print duplication and large color poster production. KKBC accepts files electronically for all types of printing projects, and assists in consulting, creating and distributing marketing materials for businesses of any size. Parcel Plus is part of the KKBC offering – packing and shipping and private mailbox rentals, mail and parcel receiving and forwarding, worldwide faxing, laminating, notary services, and passport photos, among others. Customers can also purchase postage stamps, packaging materials and office supplies.

Contact Jay Groot at jgroot@iced.net for more information about rebranding opportunities with Kwik Kopy Business Centers.

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Kwik Kopy Business Center is part of the International Center for Entrepreneurial Development, Inc. (ICED), located in Cypress, Texas. ICED is the parent company of Kwik Kopy Business Centers, Kwik Kopy Printing, Parcel Plus, American Wholesale Thermographers, The Ink Well, Franklin's Printing and COMPUTER EXPLORERS. This group represents one of the world's largest international alliances of printing, communications and education franchises with business relationships in the United States and 10 other countries. These company names are all registered trademarks or service marks of I.C.E.D. Management, Inc.

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