

# Business Franchise Group

PREMIER B2B FRANCHISE BRANDS



## BUSINESS FRANCHISE GROUP

There's real satisfaction in running a business that helps other businesses grow — and that's exactly what our brands are about. We provide complete branding solutions, including signage, displays, uniforms, branded apparel, and promotional products.

**Business Franchise Group** is the company behind trusted brands: **Speedy Signs** and **EmbroidMe**.

Our journey began in 1998 with the pilot Speedy Signs store in Penrose, Auckland. Just two years later, we began franchising — and today, Speedy Signs is approaching 30 locations across New Zealand.

In 2006, responding to the growing demand for custom uniforms and workwear, we launched EmbroidMe, which now operates in close to 20 centres nationwide.

Business Franchise Group is proudly New Zealand-owned and operated, with a strong focus on fostering a collaborative culture across the network. The continued growth of the brands is driven by committed local business owners, supported by an experienced franchise team working together towards shared success.

We invite you to take a closer look at our brands — and discover the opportunities for yourself.

Grant Archibald  
Managing Director



**Speedy Signs**  
grow your business faster

**EmbroidMe**  
Uniforms & Promotional Products



Grant & Sarah Archibald





## WHY CHOOSE A FRANCHISE?

- 1) Higher Success Rate** - Franchises offer a proven model with built-in systems, brand recognition, and ongoing support — giving you a stronger chance of success compared to starting from scratch.
- 2) Support from Day One** - You're not alone. From initial training and setup to ongoing marketing and operational guidance, you'll have expert support every step of the way.
- 3) Group Buying Power** - Access cost savings on supplies and services through the franchise's collective buying power — a major advantage over going it alone.
- 4) Recognisable Brand** - Customers trust established brands. With national marketing and a strong reputation, you'll start with credibility from day one.
- 5) Greater Profit Potential** - With efficient systems, brand momentum, and network support, franchises are well-positioned for profitability and long-term growth.
- 6) Built-In Succession Value** - Franchises are structured businesses with transferable systems, making it easier to plan your exit and sell when the time is right. You're not just building income — you're building a valuable asset.



## WORK ON YOUR BUSINESS NOT IN IT!

The real power of business ownership lies in building a business that works for you — not one that relies on you. By stepping back from the 'doing' and focusing on leadership, strategy, and growth, you create more freedom, flexibility, and headspace to steer the business in the right direction.

With strong systems, a capable team, and clear goals, your business can thrive without your constant presence — giving you more time to focus on what matters most.



## ABOUT THE SIGN INDUSTRY

Signs are one of the most effective forms of marketing — often influencing people without them even realising it. How many times have you stopped into a shop or café simply because the signage caught your eye?

In today's fast-paced, visually driven world, signage remains a critical tool for helping businesses get noticed. It works around the clock — 24 hours a day, 7 days a week — delivering a clear message about who the business is, what they do, and where to find them.

Whether it's a bold shopfront sign, eye-catching vehicle graphics or high-impact digital signage, businesses rely on professional signage to stand out from the noise. With strong demand across virtually every industry, the signage sector offers ongoing growth and opportunity — especially for operators who understand how to combine great design with strategic placement.

That's why successful signage businesses aren't just printers — they're trusted marketing partners who know how to get results.







# Speedy Signs

grow your business faster

For over 25 years, Speedy Signs has helped Kiwi businesses grow with quality signage and outstanding service.

As New Zealand's largest sign franchise, our network of locally owned stores combines nationwide strength with the personalised service customers value.

In a world where first impressions count, signage remains one of the most powerful tools for business visibility and brand recognition.

Speedy Signs stores offer more than just signs — they offer smart, strategic solutions designed to get results.

From consultation and creative design through to project management and installation, every location offers a complete signage service you won't find anywhere else.

Whether it's a one-off sign or a national rebrand, temporary banners or a full fleet wrap, Speedy Signs delivers on time, on brand, and on budget.

As a Speedy Signs business owner, you play a key role in your local business community — offering expert advice and delivering signage solutions that bring brands to life.



"In my previous business I worked weekends and didn't get to see much of the family. Since

investing in Speedy Signs I've got my family life back, and seen much greater returns too."

Alex Smith - Hastings



"The Speedy Signs brand is pretty cool - it's a family, it's a real network. I feel like I can ring

anyone for advice. There are owners that have been doing it for 20 years and they've got a wealth of knowledge to back us up, you're really not on your own."

Carl & Renee Southee - Palm. North



"When I made the decision to go out on my own, Speedy Signs was an easy choice as I knew

they were professional, had a great reputation, and were the biggest signage group in the country."

Craig Simmons - Penrose





# EmbroidMe®

## Uniforms & Promotional Products

EmbroidMe is New Zealand's leading provider of branded apparel and promotional products, with nearly 20 years' experience supporting businesses, schools, clubs and organisations nationwide.

We partner with trusted suppliers who hold stock, giving customers fast turnaround times and access to thousands of quality products.

From polos and hi-vis workwear to hats, bags, drink bottles and corporate gifts, EmbroidMe provides an extensive range and applies branding through a variety of methods.

Whether it's outfitting a sports team or supplying a corporate with uniforms and branded merchandise, EmbroidMe delivers reliable service and consistent results.

As a business owner, you'll benefit from national brand recognition, group purchasing power, and the satisfaction of helping your local community make a strong and lasting impression.



"EmbroidMe suited us as we are essentially creating an asset, not a job."

When I saw EmbroidMe I liked the size of the company, the success the business has had and the business model EmbroidMe operates."

Roy & Andrea Callard - Wellington CBD



"EmbroidMe's group buying power is providing my business with a real competitive advantage in our local market."

Wayne Strong - East Tamaki



"I enjoy the business because it's a growth industry."

Essentially, every business in our area is a customer or a potential customer, so it opens up a whole lot of doors."

Mark Kennedy - Ashburton



## TRAINING AND SUPPORT TO GET UP AND RUNNING

Our initial training programme covers all aspects for operating a successful Speedy Signs or EmbroidMe franchise, from business management to marketing strategies, merchandising systems and technical applications.

There is no prior experience necessary to become a business owner, and you don't need any technical skills. We will help you understand every aspect of your business, from hiring an employee to operating the equipment to marketing and promoting your services to the local business market.

And your training doesn't end there as our support team, our highly esteemed mentors and the wider network of owners are there to help you grow and develop your business.



Speedy Signs Mentors

We pair you - a new franchise owner - with an experienced owner. You can learn from someone who has been in your exact position before, getting helpful tips and benefiting from their experience to help your business thrive.



EmbroidMe National Conference



## TRAINING & SUPPORT



Initial Training



In-Store Training



Online Training



Ongoing Support

## WHAT YOU GET

- The right to use the franchise's trademark, logo and system
- An official manual of operations (covering policies, procedures, instruction, recruiting resources)
- Assistance with obtaining finance
- Assistance with selection of location & negotiation of lease
- Manage the store fitout including building work, painting, electrical etc.
- Comprehensive initial training programme
- Direct marketing programmes and sales support
- Group advertising programmes and internet marketing
- Mass purchasing power
- Private intranet
- Continued research and development in industry
- Regular newsletters and updates
- National conference
- Ongoing guidance from Auckland based support office

## AN AWARD WINNING SYSTEM

We offer franchisees a well recognised, respected and award winning franchise system.

Utilising our framework, systems and support, franchisees are enjoying huge success which has been recognised on a national scale.

**Westpac New Zealand  
Franchise Awards 2018**  
Supreme Franchisee of the Year



Kevin & Sheryl Jones - New Plymouth

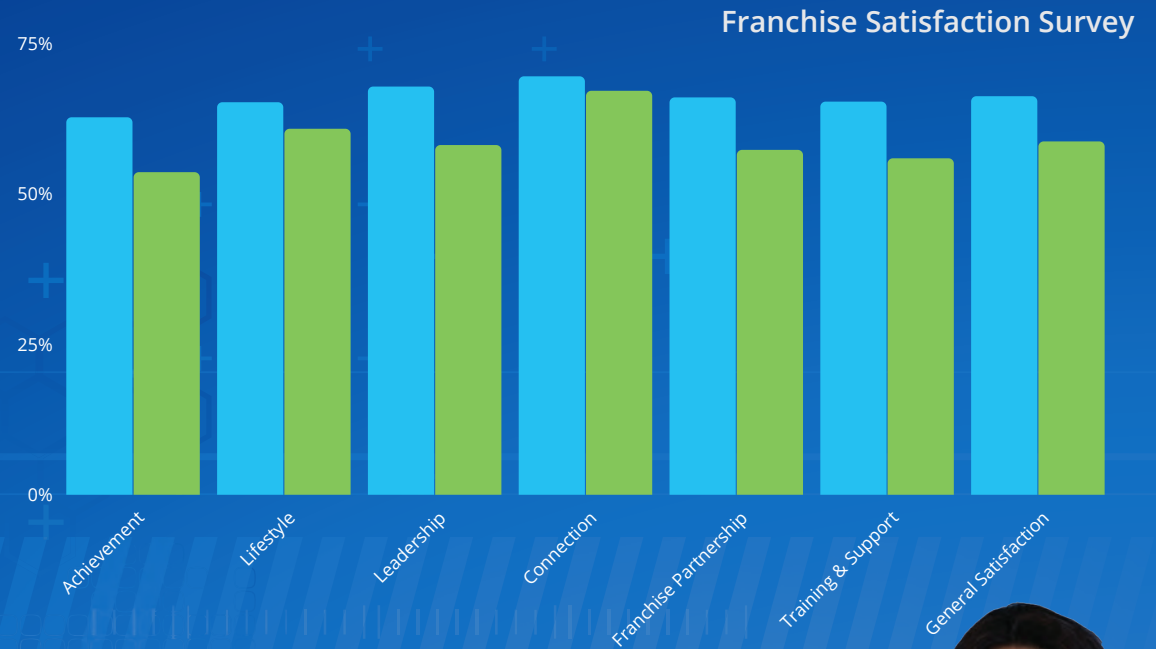
## FRANCHISE SATISFACTION

Every three years our franchise owners participate in an independent satisfaction survey conducted by Franchise Relationships Institute.

The survey uses several measures of satisfaction important to franchise owners.

- Our Franchise Owners
- Other Franchise Owners (Aus/NZ)

*\*Results from Speedy Signs' franchisee satisfaction survey (2020).*



## ARE YOU READY TO DISCOVER BUSINESS & LIFESTYLE SUCCESS?

Let's catch up for a no-obligation coffee and chat. I'd be happy to give you a behind-the-scenes tour of a store, so you can get a real feel for the business — see the equipment in action, meet the team, talk to the owner, and observe how things run day-to-day.

It's a great way to see if this is something you could be passionate about. And even if it's not quite the right fit, you'll walk away with valuable insights to help you compare other business opportunities.

So, what have you got to lose? Phone me today! Sarah Archibald. P: 021 479 123





## OUR BRAND VALUES

Our reputation has been built over many years from everyone's hard work and commitment to a series of values.

### HONESTY

We operate legally, honestly and fairly.

### GROWTH MINDSET

We embrace innovation and a growth mindset.

### SERVICE

We do what it takes to keep our customers happy.

### DECISIVENESS

We make good decisions quickly.

### COLLABORATION

We collaborate and treat each other's success as our own.

### COMMUNICATION

We use two-way conversation to promote trust and clarity.



## NATIONWIDE NETWORK



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