

PRESS RELEASE
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Fibrenew Named a 2017 Top Franchise by Franchise Business Review

Independent Survey Shows Franchise Owners Are Highly Satisfied with Fibrenew's Performance

Calgary, Alberta: Fibrenew was recently named a top franchise by Franchise Business Review in its [2017 Top Franchises Report](#).

Fibrenew is a market leader in the restoration of leather, plastic and vinyl. The niche service franchise operates as home-based, mobile operation that caters to the aviation, automotive, commercial, marine, medical and residential markets. There is leather, plastic and vinyl everywhere that becomes damaged through normal wear and tear or accidents. Fibrenew technicians are called upon to restore rips, fades, stains, cracks, scratches and holes on items in homes, vehicles, boats, planes and businesses.

[Franchise Business Review](#), a national franchise market research firm that performs independent surveys of franchisee satisfaction, provides the only rankings of franchises based solely on actual franchisee satisfaction and performance. Franchise Business Review publishes its rankings of top franchises in its annual [Guide to Today's Top Franchises](#), as well as in special reports throughout the year that name the top franchises in specific sectors.

Fibrenew was among 334 franchise brands, representing over 30,000 franchise owners, that participated in Franchise Business Review's research, which was conducted between May 2015 and November 2016. Fibrenew's franchisees were surveyed on 33 benchmark questions in the areas of financial opportunity, training and support, leadership, operations and product development, core values (e.g., honesty and integrity of franchisor), general satisfaction, and the franchisee community. An additional 16 questions asked franchisees about their market area, demographics, business lifestyle, overall enjoyment running their franchise, and role in the franchisee community.

The survey data showed the following:

- 83% are satisfied with Fibrenew's Core Values
- 80% feel connected to Fibrenew's Franchisee Community
- 82% satisfaction with Fibrenew's Ongoing Support
- 81% are happy with Fibrenew's Products & Services
- 81% enjoy the Team Culture at Fibrenew
- 82% trust Fibrenew as a franchisor

- 84% rate Fibrenew's Honesty and Ethics as high
- 84% respect everyone in the Fibrenew franchise system
- 83% believe that Fibrenew cares about their Success
- 83% feel that other franchise owners support the Fibrenew brand
- 84% have a high level of personal enjoyment in operating their franchise
- 81% of Fibrenew franchisees would recommend the business to others

"We are very happy to know that the lion's share of our franchisees are satisfied with many of the key areas of our franchise system," says Jesse Johnstone, VP of Marketing & Technology at Fibrenew. "We care so much about the success of our franchisees on every level and while our work will never be done, this survey has lead us to see that as a company, we're very much on track."

"Franchises that survey their franchisees realize that transparency and openness contributes to a trusting relationship," says Eric Stites, CEO of Franchise Business Review. "Franchisee satisfaction ratings show you whether or not a franchise opportunity is really as good as it appears and fits your values and vision by providing insight into a system's culture, training, leadership, financial outlook, franchisee community, and much more."

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About Fibrenew International

Fibrenew is the world's largest franchise system for the restoration of leather, plastic and vinyl goods. First established in 1985 and franchising since 1987, the independently owned and operated company now has more that 240 locations across USA, Canada, Mexico, New Zealand and Australia. More can be learned at: www.fibrenew.com.

About Franchise Business Review

Franchise Business Review (FBR) is the only independent market research firm that specializes in benchmarking franchisee satisfaction based exclusively on ratings and reviews from franchise owners. FBR publishes free and unbiased franchisee satisfaction research reports throughout the year online at www.FranchiseBusinessReview.com.

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