

What's the next step?

We have built up an enviable reputation for quality and service in the racking & shelving market; so we are only looking for the best people as franchisees. If you are prepared for hard-work, are computer literate and comfortable approaching businesses of all types - please fill in an application form.

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www.e-racking.com

e-racking®
Racking & shelving solutions

fresher franchising



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Racking & shelving solutions

“An e-racking franchise is a ‘genuine’ opportunity for a motivated individual to build a business with a 7 figure turnover*. No specific experience is necessary other than an ability to communicate with business people on a one-to-one basis and on the telephone. In addition you would need to be computer literate and not frightened of hard-work. It is not a hard-sell business.”

Your opportunity to own a 7-figure business.

* Based on our experience. Actual performance will depend upon a number of factors such as the market conditions in the franchise territory and the franchisee’s efforts



“The racking, shelving and ancillary product market is estimated to be in excess of £650m per year. Virtually every company in the UK uses storage systems of some sort. This provides a real opportunity; realise your full potential!”*

Peter Gobbi
Managing Director,
e-racking

*Based on e-racking research.

4 steps to easy racking & shelving franchising

step
01

Make the call &
arrange a meeting

step
02

Reserve territory &
sign our ‘intent to
proceed’ agreement

step
03

Prepare business
plan

step
04

Sign franchise
agreement

We recommend that you take professional advice from step 2 onwards

e-racking our history

The company initially started trading in 1996 as Complete Logistic Solutions Ltd as a supplier of warehouse shelving, pallet racking and ancillary products. The client base is extremely impressive including many household names such as Boots The Chemist, The NHS, Kraft Foods, Shell, Harrods and BP to name but a few.

In 2000 the **e-racking** website was launched which allows potential customers to enter the details of their stores or warehouse space. In return they are instantly given a drawing and quotation. This software is exclusive to **e-racking** in the UK and has seen sales increase dramatically.

- The site provides an instant drawing in return for a postcode (most companies can be traced easily by a postcode). They get a quotation in return for their e-mail address. This is a definite sales lead.
- The quality of the website inspires customers and gives them confidence in dealing with **e-racking**.
- A full, written quotation is produced on the website, thus saving sales staff time, allowing them to get onto the next quotation.

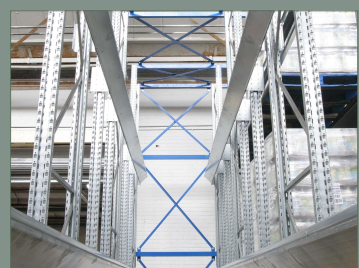
racking & shelving market history

The racking, shelving and ancillary products market is estimated to be in excess of £650m per year*. Virtually every company in the UK uses storage systems of some sort - this gives you a large market to target.

Although many UK businesses uses **e-racking** style products, they do not buy them every day; so when they do need them they are looking for reliable sources. With our training programme and sales support you will gain a thorough understanding of the racking & shelving marketplace which in-turn, will enable you to offer the right advice to gain a satisfied customer.

* Based on e-racking research.

Princes
Soft
Drinks
Drive-in
Racking



Princes
Soft
Drinks
Standard
Racking



NHS
Logistics
Authority
Standard
Racking



Midlands
Co-op
Standard
Racking



e-racking the products

e-racking have exclusive rights to sell a number of products which are available at very competitive prices. In addition an approved list of alternative manufacturers will be available so that you are not tied to one product.

You will always be able to choose between the **e-racking** stocked products and at least two other quality, market-leading products in every product group - these you would source directly from the manufacturer. This really does mean that you are in control of your own business.

There are four main product types that you will initially sell:

long span shelving

- A system of end frames and clip-in beams
- Option of chipboard or steel shelves
- Wide variety of sizes available

pallet racking

- High-volume product
- Very heavy duty applications
- Has various configurations such as Drive-in Racking

short span shelving

- Generally between 800mm and 1200mm wide
- High quality steel with quality paint finish
- Various different types to suit the application

protect-it™

- Clips on to protect racking uprights
- Protects the upright from damage
- Patented design and very low cost

e-racking we're here to help

There is no such thing as a typical franchisee, however you will need to be able to communicate with business customers; these could be storekeepers, fork-truck drivers, financial directors or architects. To be successful you will need to listen to what our customers require. With the e-racking training it is not difficult.

training programme

Initially there is a one week residential course where you will get an in-depth knowledge of the basic products and how to cost them. You will then work your own area receiving support from one of the **e-racking** specialists. After a few weeks you will return for a further week of residential training. On-going training will be provided by your assigned specialist.

sales support

Although the products are generally simple to understand, many sales can become complex projects. Therefore **e-racking** have a team of experienced industrial professionals to provide technical and sales support on any project. Each has an average of more than ten years experience and are comfortable handling large & complex projects.

marketing

e-racking have created a high-profile image within the market place through thought provoking advertising, quality brochure design and a unique, award-winning website which offers customers instant on-line quotations. The website also has a high ranking on major search engines.

Significant stands are taken at high profile racking & shelving exhibitions. In addition, the company has a strong presence within the trade press.

Pallet
Racking



Long
Span
Shelving



Shelving



Protect-it™
Racking
Protection

