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## About Martinizing

Martinizing has more than 60 years of innovation & leadership experience within the dry cleaning industry. Our system was developed in 1949 when Henry Martin recognized that it was feasible for smaller, full service dry cleaning plants to provide quick service cost effectively. That began Martinizing, the pioneer of on-premise; quick dry cleaning service, and more than a 60 year history of the Martinizing System.

- Currently a privately held dry cleaning company
- Rated the #1 upscale dry cleaning franchise by Entrepreneur Magazine year after year
- The targeted dry cleaning customer is white collar, between the ages of 25 and 59, with a median household income of more than \$75,000.
- Currently, Martinizing franchisees operate more than 400 stores in the United States and other countries around the world.

Although Martinizing is the largest and best known dry cleaning franchise and brand in the U.S., it continues to innovate and grow. Since 2003, Martinizing has become the "Greener Cleaner," utilizing the most environmentally safe methods and friendly solvents available. This attracts a more affluent, upscale customer to our stores. It also makes us one of the best franchise opportunities for entrepreneurs who recognize the importance of environmentally friendly businesses.

Owning a Martinizing dry cleaning franchise combines your entrepreneurial dream with the resources, experience, and knowledge of a major player in the industry. With Martinizing, you are teaming up with a veteran – an experienced franchisor with a strong history of franchise development and support. You don't have to re-invent the wheel. We provide a time-tested business model, as well as training, manuals, and operating procedures.

We use the latest, cutting-edge marketing programs that quickly ramp up your sales and have the support of the very best real estate team using a professional demographics and location process to find the best available site for your store. Being a part of our franchise, your fellow dry cleaning franchisees support you and your business by providing advice, new ideas, and a true feeling of camaraderie. Second and third generations continuously choose the dry cleaning business simply because it provides them with a wonderful lifestyle, excellent income, and long-term equity in a very stable business.

Do yourself a favor. Look beyond the old stereotypes and look at Martinizing dry cleaning franchises. In our humble opinion, it's one of the best franchise opportunities around.

