

Business Franchise Group

PREMIER B2B FRANCHISE BRANDS



Business Franchise Group

There's something pretty special about running a business that helps other businesses grow. That's at the heart of what our brands do. We provide complete branding solutions — signage, displays, uniforms, branded apparel, and promotional products, all designed to help Kiwi businesses stand out.

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

Our story began in 1998 with the first Speedy Signs store in Penrose, Auckland. Two years later we began franchising, and today Speedy Signs is approaching 30 locations across New Zealand.

In 2006, with demand for customised uniforms and workwear on the rise, we launched EmbroidMe. The brand has now grown to almost 20 centres nationwide. In 2025, we adopted the name Fully Promoted to better reflect the full range of branding solutions we offer — far beyond embroidery.

Business Franchise Group is proudly New Zealand-owned and operated. We work hard to build a collaborative, supportive culture across the network. Our growth is driven by committed local business owners, backed by an experienced franchise support team all working towards shared success.

We'd love you to take a closer look at our brands and explore the opportunities for yourself.

Grant Archibald
Managing Director



Speedy Signs

grow your business faster



FULLY PROMOTED

Branded Apparel & Promotional Products



WHY CHOOSE A FRANCHISE?

- 1) Higher Success Rate:** Franchises offer a proven model with established 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 never on your own. 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:** Benefit from the network's collective purchasing strength, giving you access to cost savings on supplies and services that independent businesses often can't secure.
- 4) Recognisable Brand:** Customers trust familiar names. With national marketing and an established reputation behind you, you start with instant credibility.
- 5) Stronger Profit Potential:** With efficient systems, brand momentum, and network-wide best practice, franchise businesses are well-positioned for profitability and long-term growth.
- 6) Built-In Succession Value:** A franchise is a structured, transferable business. When the time comes to exit, the systems, brand, and support network help protect your resale value — you're building a genuine asset, not just an income stream.



WORK ON YOUR BUSINESS NOT IN IT!

The real value of business ownership comes from building an operation that runs well without needing you at every turn. When you step back from the day-to-day tasks and focus on leadership, strategy, and growth, you create the freedom and clarity needed to guide your business forward.

With well-established systems, a capable team, and clearly defined goals, your business can perform confidently without your constant involvement — giving you more time and space to focus on what matters most.



ABOUT THE SIGN INDUSTRY

Signs are one of the most powerful marketing tools, shaping decisions, guiding customers, and building brand visibility often without people even realising it. A great sign can be the difference between someone walking past or walking in.

In today's world where attention is hard to earn, signage quietly does the heavy lifting. It promotes a business around the clock, 24 hours a day, 7 days a week — clearly communicating who they are, what they offer, and where to find them.

From striking shopfronts and vehicle graphics to modern digital displays, signage helps organisations cut through visual clutter and present a professional, memorable image. Because every industry relies on being seen, demand for quality signage remains consistently strong, creating a stable, growing market for operators.

The most successful signage companies go beyond production. They become trusted partners, combining smart design with strategic placement to deliver real marketing impact for their clients.





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

THE BRANDED APPAREL AND PROMOTIONAL PRODUCTS INDUSTRIES

In today's competitive environment, standing out takes more than a great logo, it requires consistent, memorable branding across every touchpoint.

Branded uniforms play a major role in how organisations present themselves. They signal professionalism, build team pride, and turn every staff member into a walking advertisement. Quality apparel creates a polished, trustworthy image while fostering a sense of unity.

Promotional products and print solutions are equally powerful in strengthening brand recognition and loyalty. Whether it's a thank-you gift, event giveaway, or an everyday item that gets used and shared, these products keep a brand front and centre. Research shows recipients are far more likely to remember the business, and pass the name on.

The branded apparel and promotional products industry supports almost every sector, from corporates and trades to schools, sports teams, and community groups. With strong repeat business, steady demand, and a focus on personal connection, it's a resilient and rewarding industry to be part of.





FULLY PROMOTED

Branded Apparel & Promotional Products

Fully Promoted is New Zealand's leading provider of branded apparel and promotional products, with close to two decades of experience supporting businesses, schools, clubs, and community 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 gear to hats, bags, drink bottles, corporate gifts and print solutions, Fully Promoted offers an extensive range, applying branding through a variety of decoration methods.

Whether it's outfitting a sports team or supplying a corporate with uniforms and branded merchandise, Fully Promoted is known for consistency, quality and service.

As a business owner, the model offers strong national brand recognition, group purchasing benefits, and the chance to build a rewarding, community-focused business that helps others make a great impression.



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

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

Roy & Andrea Callard - Wellington CBD



"Fully Promoted'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 Fully Promoted 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 experienced mentors who have walked in your shoes are always there to support you as you grow.



We pair you, a new franchise owner, with an experienced owner. It's a chance to learn from someone who understands the realities of starting out, gain practical tips, and draw on their experience to help your business thrive.



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

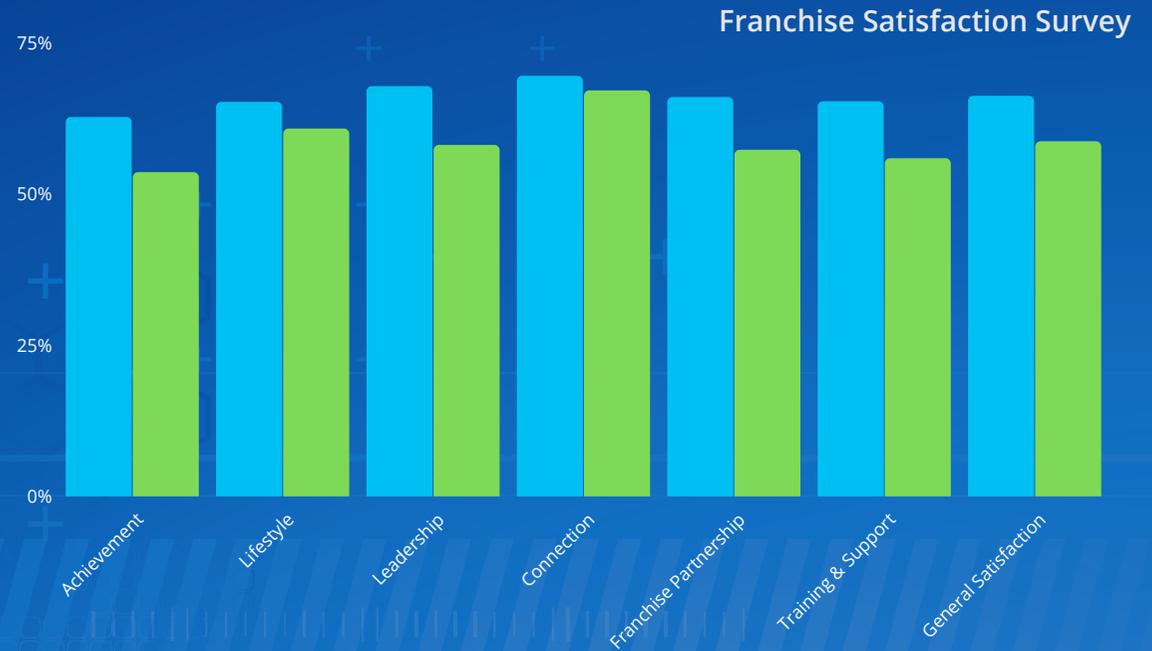
FRANCHISE SATISFACTION

Periodically 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.

If you're curious, I'd love to chat. 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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