



**Worldwide leader in the
refill of printer cartridges**

A great franchise opportunity

- ◆ refill and save up to 50%
- ◆ one of the fastest developing chains in the world
- ◆ over 1100 stores in 25 countries around the world
- ◆ a very profitable investment



Contact:
e-mail: franchise@cartridgeworld.gr

CARTRIDGE WORLD South Eastern Europe

46 Thrasivoulou Str., 152 34 Halandri, Athens, Greece, Tel. +30 210 6817060, Fax: +30 210 6817769



♻️ REFILL-NOT LANDFILL

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Refilling printer cartridges A booming industry

Over the past few years, refilling printer cartridges has become one of the fastest growing industries in the world. And when you look at the facts, it's easy to understand why.

Information technology has taken the world by storm. Anyone and everyone in the western world has a computer for their business and their home. Computers need printers and printers need cartridges, which run out of ink or toner on a regular basis.

With the development of digital photography comes a large increase in the usage of inkjet printers. Cartridge World is ideally positioned to refill the empty cartridges created by this demand.

Recycling is a hot issue and another huge growth industry. Here are two good reasons to recycle printer cartridges:

- ◆ More than 1.25 gallons of oil is needed to make one new laser cartridge
- ◆ Hundreds of millions of cartridges go into landfills each year

Refill not Landfill @

CUSTOMERS WANT THIS INDUSTRY

First of all, they save money. By refilling and recycling their cartridges instead of buying new ones, people can save up to 50% on the cost of a new cartridge. And with replacement cartridges costing up to € 400,00 that's no small change!

Secondly, because recycling cartridges is environmentally friendly, people feel good about preserving the environment.



"we were looking for something new and perspective"

WHAT EXACTLY IS CARTRIDGE WORLD ALL ABOUT?

Our core business is refilling empty printer cartridges. It's that simple. When possible, we refill the customer's cartridge while they wait. Most cartridges can be refilled whether they are inkjet or laser, photocopier or fax, large or small, black or color.

We also offer other services:

- ◆ New ink and laser cartridges (because nothing lasts forever)
- ◆ Specialty papers for quality photographic prints
- ◆ Printers
- ◆ Copier toners
- ◆ Fax supplies
- ◆ 100% guarantee
- ◆ Expert advice.

In other words, we're a true one-stop-shop for printer requirements.

OUR CUSTOMER BASE IS GROWING

Market research shows that more than 70% of people currently throw away their used cartridges and buy new ones. Imagine what this means in terms of the growth potential of our industry as more and more people realize they can have their cartridges refilled AND save around 50% on the cost of a new one.

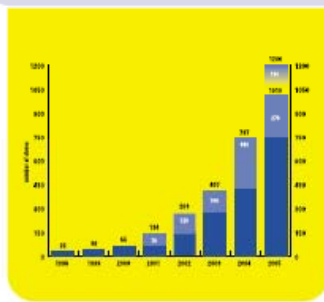
THE CARTRIDGE WORLD GROUP IS EXPANDING FAST

Right now, we have franchisees joining us at a rapid rate.

As at the end of January 2006, we have over 1100 franchises established all around Australia, New Zealand, United Kingdom, USA, Germany, France, Italy, Spain, Singapore, Greece, Hungary, Ireland, Latvia, Poland.



GROWTH IN FRANCHISE NUMBERS



COMPUTER + RECYCLING
= A WINNING COMBINATION



www.cartridgeworld.com

WHY our franchising system works so well

PROPRIETARY EQUIPMENT AND PRODUCTS

Bryan Stokes, the founder of the company, has unrivalled experience in the cartridge refilling industry. He is a true innovator and has developed unique specialized equipment.

Bryan's overseas contacts mean that Cartridge World franchisees have access to the best products from around the world - and at very competitive prices.

AT THE FOREFRONT OF THE INDUSTRY

Our technical staff travel overseas on a regular basis, keeping up with the latest developments. As a Cartridge World franchisee, you'll get ready access to a wealth of knowledge which has been built up over 15 years.

You'll be kept up to date so you can always feel confident that you're giving your customers the very best advice.

IT'S FUN

Once you have the basics, it's a relatively simple business to run and there isn't too much paperwork. This business is suitable for people of all ages and from all different walks of life.

And it's a very friendly business, too. You get to know your customers because they keep coming back.

HIGH PROFILE LOCATIONS

Cartridge World, with its high profile retail locations, is the world leader in providing refilling of printer cartridges. Our distinctive stores are bright in color and easy to find.

Customers are happy walking into a bright, well-designed Cartridge World store.



HERE'S WHAT YOU GET FOR YOUR INVESTMENT

- ◆ Professional franchise training program in Athens, Greece for two weeks.
- ◆ New start-up stock, ink and toner supplies
- ◆ Unique proprietary equipment
- ◆ Uniforms, stationery and software
- ◆ Ongoing support in all areas of business operations
- ◆ Assistance with store construction

As you can see it's a very comprehensive package.

LOTS OF HELP TO GET YOU STARTED

While computers can be highly technical, the printer cartridges we service and refill are really quite easy to understand. You will be taught specialized skills. We have trained hundreds of people now working in the industry, most with no previous experience.

At Cartridge World, we've designed an intensive training course which will give you the very best start in your new business. We'll train you in every aspect of the operation of your franchise and provide you with a detailed business operations manual and computer software. Our program includes technical information, purchasing and stock control, administration and bookkeeping, plus sales and marketing.

ONGOING SUPPORT TO KEEP YOU GOING STRONG

Once you are up and running, we won't leave you in the lurch. You can be sure that ongoing support and technical advice are always just a phone call away. As a Cartridge World franchisee, you'll be part of a growing team of people, keen to share knowledge and ideas, and we keep you informed with technical updates via a secured section on our website as well as annual meetings and seminars.



What others say about CARTRIDGE WORLD

PETER CASHEN Bendigo, Victoria, Australia

"I had been looking for a business for some years that would provide the benefits of a franchise organization, but a business that was different from the norm. Most franchise groups I had investigated offered much the same business opportunities, but Cartridge World was not the norm. I was impressed with the innovative concept and the huge business potential.

Cartridge World had many of the aspects I was looking for in a franchise, innovative, excellent marketing colors, good working hours and all at a reasonable cost.

I found that both local business and the public have embraced the concept. The environmental aspect of recycling cartridges is simple to sell, coupled with a cartridge cost saving to the customer."

DAVID HALPIN Central West (Bathurst), New South Wales, Australia

I personally looked at various types of franchises until my business partner and I discovered Cartridge World at a Franchise Expo. After investigating the business, we began to feel that it was an excellent deal, especially when comparing all the aspects of the franchise to the other franchises available. We now hold unlimited potential and growth.

DAVID DARLING Poole, Dorset, United Kingdom

I spent several months researching franchise operations and I visited three franchise exhibitions before deciding on Cartridge World. Looking at all the exhibitors I could only relate to something that was close to my wallet, and being a regular computer user, the thought of paying half the retail price for an inkjet cartridge really appealed to me. I'm pleased I did because not only have I taken up a Cartridge World Franchise I am also looking to open more following the initial success of our first one.

Don't think about it, just do it!

ASHLEY AND HELEN COOPER York, United Kingdom

From customer to franchisee in 24 hours, that was our route into Cartridge World. Having accepted a redundancy (severance) package from a large blue chip company in the morning, the afternoon found me taking my printer cartridge for a refill at the Harrogate store. Once there, the Master Franchisee convinced us that this franchise was the way for us to go. Above all, Cartridge World answers the needs of an expanding market that will continue to grow for many years. For consumers, the message is so powerful, "Refill, don't replace, and save up to 50% of the cost of new, with a money back guarantee."

Since our initial enquiry, we haven't looked back. With support of the team at Head Office, the transition from dream to reality took place with few problems. The future looks even better and we already have plans well advanced for store number 2 shortly.

Cartridge World is clearly here to stay and competitors who try to copy the blueprint will find it hard to match the professionalism and knowledge that is on offer to support the franchisees. Don't miss out, join the family and have fun while you make money."

The people behind CARTRIDGE WORLD

BRYAN STOKES (Founder)

Bryan commenced his working career in the dry cleaning industry, owning and operating businesses in Australia. While looking for a new challenge and experiencing the highs and lows of small business Bryan discovered a niche market recycling printer cartridges. That was in 1988.

In just 15 short years, Bryan has grown Cartridge World from one little shop in an Australian suburb to a dominant player in the world market.

After a lot of time and expense and many overseas trips, Bryan is today considered to be the 'grandfather' of the Australian industry. Cartridge World will continue to be a leader due to Bryan's passion for the industry and his desire to stay in tune with technology.

PAUL WHEELER (President)

Paul comes from a background of finance and small business management. He discovered franchising about 9 years ago, and realized it had the exciting potential to be adapted to almost any business.

In 1996, Paul established his own consulting business and helped many small businesses expand using the principles of franchising. His assistance to Cartridge World grew beyond that of a consultant. Paul liked the business so much, he bought half of it!

Paul's passion for franchising and his belief in the Cartridge World business has seen the company continue to grow to where it is today.



Cartridge World directors, from left to right: Bryan Stokes and Paul Wheeler

"WE BELIEVE in reinvesting a lot of money back into the business. It supports our franchisees and will make the Cartridge World group even stronger."

