it’s unique
it’s green
it’s nuvo

a unique dry cleaning business opportunity for today’s smart investor
Nuvo Cleaners™ — an environmentally responsible dry cleaning business:

- with no franchise or royalty fees
- that’s ready-to-operate with total training
- allowing different levels of investment

John has an honest way of doing business which sets the new entrepreneur at ease. They will not sell anything that is not needed for your application.

— John Bear, Gillette, Wyoming
+ unique
+ green

= nuvo
dry cleaning: a business with a high success rate

It's important to find a business that offers exceptional growth potential and financial stability and is not greatly affected by fluctuations in the economy. Dry cleaning is an industry that has proven it can weather economic variations far better than many other industries.

While independently owned start-up businesses have only a low success rate, dry cleaning business success can be as high as 95%.

Dry cleaning is a multi-billion dollar industry that has time and again proven to be recession-proof. It's a business that offers exceptional growth potential, is financially stable, has a low failure rate, and is profitable regardless of variations in the economy.

According to the U.S. News & World Report, dry cleaning is one of ten fields that do not sound glamorous, but often make their owners millionaires.

more working people = more dry cleaning

Dual-income families means Americans are wearing more clothes with Dry Clean Only labels. Natural fibers such as wools, silks, cottons and linens in both career and recreational fashions have surged in popularity. Plus, dual income households do not have the time or inclination to clean their clothes at home. The high cost of clothing dictates that professional cleaning is preferable to the risk of cleaning at home.

cash-and-carry

There is never a shortage of supply and demand in the dry cleaning industry. In addition, dry cleaning is a cash-and-carry business, which does not require investing funds in extensive inventory.

what do experts say about the dry cleaning industry?

Both the Small Business Administration and Dunn and Bradstreet conducted their own studies and pronounced dry cleaners and laundries to be among the top ten industries with the lowest failure rates.

_U.S. News and World Report_ stated in a recent article, “If you’re a Dry Cleaner, you’re on the right track to becoming a millionaire.”

According to _Forbes Magazine_, dry cleaning/garment repair was rated ‘most likely not to fail’ as a new business venture.

“We would like to express our gratitude, friendship and respect for your great help and complete participation in taking this project to where it is today: one of the best dry cleaning stores in South Florida, in just three years.”

— Carlos Fuenmayer, Coral Springs, Florida
what’s the Nuvo difference?

Every dry cleaner needs to be able to make a statement of benefit, a unique selling proposition, something that distinguishes them from their competitors.

The benefit that distinguishes Nuvo from other dry cleaners is that you can offer your customers environmentally friendly dry cleaning and quality hand-finished garments that require far less of your time and effort.

all-inclusive business packages

We sell and install a complete turn-key dry cleaning operation, outfitted with the finest equipment and technology available. Our all-inclusive business packages include complete training by our exclusive expert instructors on both European Tensioning Equipment and the business operation — for both you and your employees.

Due to increases in rent and demand for space, we understand the monetary value of a dynamic business that can operate in a small space. With this in mind, we can install a profitable store in as little as 1000 square feet.

We provide everything you need to open your new dry cleaning business:

• Complete equipment package, counters, computers, etc.
• Basic equipment layout drawings
• Installation of the equipment
• All supplies required to open and operate your new store
• Comprehensive training program
• Assistance obtaining the best financing
• Advice and continued support to help grow your business

If the financial requirements are met, it is possible to start your business with a minimal down payment.

no franchise fees

Our Nuvo dry cleaning concept is a “non franchise” business opportunity that’s ideal for both the moderate and the most aggressive investor. It is one of the most revolutionary and unique improvements to garment finishing in over 50 years.

After the work is done, we believe all the profit should go to you, not a silent franchise partner. Although we are not a franchise company, we do provide training and ongoing consultation support to help the success of your undertaking.

electronically responsible

Nuvo gives your customers an environmentally friendly and high quality dry cleaning product that requires fewer, less skilled employees and lower utility costs in a much smaller space than a conventional dry cleaning store.

Our open, clean concept — and the ability to air condition your dry cleaning business space — allows customers to see throughout the store area and watch their clothes being processed and hand finished.

Our dry cleaning machines use a new highly purified biodegradable hydrocarbon solvent that is not classified as hazardous waste or regulated by the Environmental Protection Agency. We also offer a professional wet cleaning system using special machines and additives to safely clean dry-cleanable items in water.

top quality through an efficient process

Our European tensioning and finishing equipment uses less power and water than a conventional dry cleaning business. It is easier to train new employees on its use, requires less equipment, occupies a smaller lease space and gives your customer a quality hand finished garment.
Along with our personal assistance and training, our complete dry cleaning business Operation and Procedure Manual guides you through the following processes.

**business site selection**

We will help analyze the locations available in your area to help determine their suitability by examining the following elements:

- Your marketing area and demographics
- Zoning
- Access and parking
- Traffic flow
- Building considerations
- Layout drawings

**leasing your space**

The location lease is a key part of your business. A section in the Manual guides you through the leasing process:

- How to negotiate your lease
- Lease checklist
- Commercial lease analysis
- Signing your lease
- Signing a lease separately

**store design and equipment layout**

Based on your investment level and financial goals, different store layouts are available. We help plan efficient layouts to maximize profits:

- Matching store size and equipment to your goals
- Site-specific drawings with equipment layouts

**pre-construction procedures**

This part of the Manual is a step-by-step guide to help begin building your dry cleaning store and to get other elements organized:

- Opening business bank accounts
- Arranging for mail delivery
- Ordering signs
- Construction contracts and schedules

**hiring and personnel policies**

Hiring your employees can be a difficult task, but with 40 years in the dry cleaning business, we have gone to great lengths to cover the whole process:

- Help wanted ads
- Hiring and personnel policies
- The screening process
- Interviewing and hiring

**expert training**

The Nuvo complete training package is unequalled in the industry. Our training experts step you through every aspect of operating your dry cleaning business from front to back. We have an exclusive arrangement with Stuart and Mary Milbrad, who are recognized authorities in the dry cleaning industry. They teach the financial end of the business — showing you how to analyze statements, watch expense percentages to keep them in line, understand piece count in the store, and even how to establish and grow a route to add income. Their services are available on a continuing basis to help guarantee your success.
<table>
<thead>
<tr>
<th><strong>description</strong></th>
<th><strong>space requirements</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>metro</strong></td>
<td>1,800 square feet 900 garments a day</td>
</tr>
<tr>
<td>A commercial plant and store package that includes all of the equipment and fixtures necessary to operate as a full function stand-alone store. Requires <strong>1,800 square feet</strong> and can process <strong>900</strong> total pieces per day, including shirt laundry.</td>
<td></td>
</tr>
<tr>
<td><strong>town</strong></td>
<td>1,600 square feet 700 garments a day</td>
</tr>
<tr>
<td>A commercial plant and store package that includes all of the equipment and fixtures necessary to operate as a full function stand-alone store. Requires <strong>1,600 square feet</strong> and can process <strong>700</strong> total pieces per day, including shirt laundry.</td>
<td></td>
</tr>
<tr>
<td><strong>village</strong></td>
<td>1,400 square feet 600 garments a day</td>
</tr>
<tr>
<td>A complete plant and store package that includes all of the equipment and fixtures necessary to operate as a full function stand-alone store. Requires <strong>1,400 square feet</strong> and can process <strong>600</strong> total pieces per day, including shirt laundry.</td>
<td></td>
</tr>
<tr>
<td><strong>hamlet</strong></td>
<td>1,000 square feet 200 garments a day</td>
</tr>
<tr>
<td>A small package for rural areas or a starter business for the moderate investor. Depending on building size, more equipment can be added as needed. Requires <strong>1,000 square feet</strong> and can process <strong>200</strong> total pieces per day.</td>
<td></td>
</tr>
<tr>
<td><strong>drop off</strong></td>
<td>800 square feet no production on site</td>
</tr>
<tr>
<td>A package designed for a location where garments are dropped off by customers and transported to one of the above business packages for processing and returned to the drop off location for pick-up. This package is well suited for a limited investor for a start-up business. Garments are sent to a local wholesale dry cleaner for finishing. Requires <strong>800 square feet</strong> with no production done on site.</td>
<td></td>
</tr>
</tbody>
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the nuvo timeline

application
After our initial contact with you, we choose which package best suits your financial needs and goals. Then you submit a simple application that we use to prequalify you for a loan, if needed.

1 week

financing
If you need assistance in acquiring financing, we work with our preferred leasing companies and/or the SBA to help you secure it.

2–3 weeks

store design
We help you find a good location using our 40 years’ experience. We create CAD drawings of the equipment layout for you to take to an architect to submit for permits. Equipment is ordered and construction is started.

4–8 weeks depending on construction and equipment delivery

“Jim and John have been a pleasure to work with. They continue to be there for us and our staff through our growing pains. Whatever our questions, they always help and if they don’t have the answers, they find them! Thanks for your continued support.”

— Penny Leadens, Elk River, Minnesota
Equipment is delivered to your site and installed by our installation crew. Interior finish-out is completed.

Operating supplies are delivered. You and your crew are trained on all aspects of the business, including maintenance of all equipment.

4
2 weeks

5
2 weeks

“Fimas equipment is state of the art for the ‘highest quality’ dry cleaner.”
— John Bear, Gillette, Wyoming
who is Nuvo?

Nuvo Cleaners is a private company founded by two dry cleaning industry veterans to sell and build non-franchise dry cleaning businesses.

John Tipps has 40 years' experience — he has been a plant owner, a distributor of dry cleaning and laundry equipment for 30 years and, most recently, President of the North American subsidiary of one of the largest dry cleaning manufacturers in the world.

Jim DuBach has been in the industry for 43 years. Jim's history includes owning several dry cleaning plants, distributing dry cleaning equipment, distribution for a major dry cleaning franchisor as well as holding positions of Vice President and President of major dry cleaning manufacturers.

John and Jim have sold over 50 dry cleaning stores in their careers to investors like you.

what does it cost to start a unique Nuvo dry cleaning business?

We have five different turnkey packages to fit the most modest investor to the more aggressive investor. We can also custom-design dry cleaning stores to accommodate location size and growth potential. In addition to Nuvo package prices, you will need working capital to cover initial expenses such as labor cost, rent, etc.

There are no franchise fees or royalty fees. You earn your money and should be able to keep it. With our 40-plus years selling and building dry cleaning businesses, we can provide you with all the tools you'll need to succeed. As we pass on this knowledge to you, there is no need to pay any franchise or royalty fees.

does Nuvo provide financing?

We will work with you to find the best financing solution. Whether you are working with a local bank, private lenders or the Small Business Administration, we do everything we can to help you get the money you need. Typical requirements are a strong credit score, equity in your home and a strong asset portfolio.

what type of training is provided?

We know that ultimately your success is our success, and that training procedures are a key part of opening your new dry cleaning business. When your dry cleaning store is ready for opening, Nuvo begins the training process.

We offer a more complete training package than anyone. We use specialists in our industry to train you on all operations of your new business — from unlocking the front door in the morning until you close at night.

will Nuvo help find a location?

Yes, we do all the local demographics and analyze them for the sole purpose of the dry cleaning business.

what support is provided after the business is open?

Our 40-plus years of experience in the dry cleaning business will be at your disposal long after you have opened. You will have questions about cleaning, marketing, equipment repairs, and more — and you can be sure we’ll be there to help. We have references you can contact to verify our after-sale service.

does Nuvo have different packages to fit different investors' budgets?

We have five specialized packages to fit most investors budgets. Also, we can customize packages for special needs.

“After meeting with several distributors of dry cleaning equipment, I met John Tipps and was immediately inclined to do business with him. His knowledge is superb, and he knows how to apply it to your situation.”

— John Bear, Gillette, Wyoming
John Tipps  
Hot Springs Arkansas  
214.803.3120  
john.t1906@gmail.com