FRANCHISE BRANDS WELCOME MYHOME TO THE FOLD

Franchise Brands is pleased to announce it has taken back management control of premier cleaning brand MyHome, acquiring the remaining 50%, and, following a large-scale re-brand, is now in a position to re-launch the exciting franchise opportunity.

MyHome is a high quality domestic cleaning company originally created & launched by Unilever. MyHome's unique methodical approach involves a precise cleaning technique to ensure an unparalleled 'best in class' clean & extremely high consistency. The original MyHome formula was developed by Unilever more than 15 years ago after extensive research, testing & analysis, and remains remarkably unchanged today.



MyHome franchisee Niall Power with
4 of his 32-strong team of employees

In the development of MyHome, every aspect of the cleaning operation was forensically dissected, from identifying the optimum cleaning process through to the smallest basic fundamentals, such as ensuring there is no cross contamination of cleaning materials. The result is a unique domestic cleaning service which appeals to the most discerning of clients.

"MyHome is an invaluable addition to the Franchise Brands group" says Group Chairman Stephen Hemsley. "Unilever invested £5m into the development & launch of this service 15 years ago, and we fully appreciate the research & development that created such strong differentiation. Furthermore, we're delighted to be re-branding & re-launching the MyHome offer nationwide to appeal to cash-rich, time-poor consumers for whom a trustworthy, high quality clean is very important.

"The Franchise Brands philosophy is simple. We identify strong business with very clear functional superiority versus competitor offerings. We then work hard to communicate these functional advantages to consumers by investing in national marketing campaigns. In addition, we seek quality franchise partners to help us expand the service to a wider audience and grow the salience & reputation of the brand."

MyHome will sit alongside ChipsAway & Ovenclean in Franchise Brand's portfolio of franchises – both of which have seen huge growth over the past few years, maintaining their positions as market-leaders and household names within their respective industries.

Stephen talks from personal experience, having steered the growth of Domino's Pizza – from 150 UK stores to 870. Along with business partner Nigel Wray, the duo formed Franchise Brands in 2008.

MyHome is now in the early stages of inviting exceptional individuals to become management franchisees, giving them access to world-leading partners and systems, which are normally commercially unavailable to small or developing franchisors. Everything from their unique 'fast-track' start-up programme, through to bespoke IT systems, marketing expertise and dedicated franchise support teams will be available to new franchisees, to enable the fast and profitable growth of their MyHome business.

-Ends-

www.myhome.com

For further information, please contact Rebecca de Chair – rebecca@franchisebrands.co.uk