

KristaBond™

The Double Glazing Alternative.

WITH SIMILAR BENEFITS, KRISTALBOND IS A CHEAPER ALTERNATIVE TO RETROFIT DOUBLE GLAZING.



INFORMATION PACK

“Success doesn’t come to you....
You go to it.”

MARVA COLLINS

Why buy a Franchise?

In the past ten years, franchising has become one of the fastest-growing ways of doing business in New Zealand. Surveys suggest that even during the recent economic slow-down franchising achieved an annual growth rate of between 23-28%.

But what is franchising? Is it a short-term fad or a long-term change in the way that we do business? Is it a licence to print money for someone with a good idea? Is buying a franchise a safe way to go into business for yourself? Is franchising just pyramid selling under a different name? Is the franchisor the only person who makes money?

What is Franchising?

The basic principle behind franchising is that the initial creator (the franchisor) develops a business format and an operating system which has some advantages over other existing businesses in the market. The franchisor then replicates or clones his or her business in other geographic areas by granting the right to another (the franchisee) to operate the same business system under the same name. This right is usually granted for a fixed term.

The franchisor gains his or her income from initial and ongoing fees paid by the franchisee. In return, he or she must provide a variety of services to encourage the continuing profitability and growth of the franchisee's business. The franchisee receives their income from marketing a desirable product or service under a desirable brand name.

Assess Your Own Position

The first thing you need to do is decide what sort of business you are looking for. You need to work out what would best suit you and what you would want from it. Consider:

What skills do you have - not just work skills but hobby and social skills? Are they transferable to a new career? Are you good with your hands? Good with people? Good with numbers? You want to look for a business where your skills will become real strengths. However, that doesn't mean you have to have experience in the same industry - some 85% of franchises say 'no experience required' because they provide full training. It's more important that you have the right aptitude and the right attitude.

Are you prepared for what self-employment means? Running your own business involves working harder than you have ever worked in your life, especially during the start-up phase. Are you willing to work long hours and weekends? Give up sporting commitments? Reduce your social life? In addition to actually doing the work itself, you'll also need to handle admin, paperwork, maintenance, compliance and all sorts of other tasks. Does your family really understand this and have you got their total support? Without it, you'll be putting yourself under constant stress and both the family and the business will suffer.

Do you prefer working by yourself or leading a team? Are you a 'hands-on' person or a 'hands-off' person? Are you a night owl or an early bird? If you're an early riser, a late night pizza business isn't for you. If you like a lie-in, you won't enjoy being a baker.

Will you feel comfortable without a regular source of income? That salary won't be automatically appearing in your bank account any more. Is it OK to put your house or savings on the line? Do you think positive without being over-optimistic? Do you respond to goals and deadlines?

Learn About Franchising

Find out how franchising really works - particularly the unique relationship that exists between franchisees and franchisors. You will be appointed as a franchisee because you have the potential to succeed in a particular system, you'll be given a proven product or service and then trained and supported as you grow - but you will succeed or fail on your own merits.

At the same time, you won't have total control. You have to work with the restrictions the franchisor lays down: what you can sell, how you sell, when you sell it, ingredients you use, equipment you buy and so on. You will have to contribute to marketing campaigns and share information with others. If you can't accept this, don't buy a franchise.

Go!

Finally, here are five golden rules to remember when you're working out what is the best franchise for you.

1. Don't buy the first franchise that appeals. Shop around and do comparisons.
2. Check out your chosen franchise fully.
3. Take your time and make sure you are happy with the answers to all your questions.
4. Be 100% certain before signing. It's normal to be nervous but be sure this is what you really want to do.
5. Take all the advice you can but accept that this is your decision. It's just the first of many for which you will be totally responsible in running your own business.

Good luck!

"If you care at all, you'll get some results. If you care enough, you'll get incredible results."

EDWARD SIMMONS

Who Are We?

In July 2009, Protecta Glass Holdings Limited obtained the rights to operate as the New Zealand Exclusive Dealer for **KristalBond**. Protecta Glass Limited now oversees the operational aspects of the **KristalBond** operation in New Zealand. Furthermore, Protecta Glass Limited also has the right to franchise the operation in New Zealand.

Protecta Glass Limited is committed to the continued growing success of the **KristalBond** franchise system throughout New Zealand, and is excited about the prospects for the future development of the franchise network and aims to achieve greater recognition of the **KristalBond** brand nationally.

With the increased awareness for insulation in New Zealand homes and the NZ Building Code requiring a certain H1 Acceptability Solution required when building from new, people are now turning to ways they can insulate their existing homes. Insulating windows is one of those options.

KristalBond is one of the latest innovations to enter our shores and Protecta Glass Limited is excited to be able to bring you this product. Coming from a glazing background and working with Aluminium Joinery, Director, Duncan McDonald saw a vision and belief that **KristalBond** will be the next affordable solution for home owners to use when insulating their homes. To retrofit with double glazing can be expensive with the replacement of parts of the joinery required, with **KristalBond** nothing is replaced making it cheaper and more affordable for all to enjoy.

Vision

KristalBond vision is to offer a superior alternative to traditional film laminates by introducing the latest technology in energy saving glass coatings within residential and commercial properties, and other such glass applications, with the focus on reducing Ultra Violet and Infrared rays, hence greenhouse gas emission reduction and energy savings to consumers.

“To be a world-wide market leader in the
glass coating industry”.

Join Us and be a part of our expanding network of a high technology product.

“Success is a journey, not a destination”

Ben Sweetland

The Concept

Over the past few years, New Zealand has, and is becoming more energy efficient due to growing costs associated with keeping your home warmer in winter and cooler in summer. EECA was formed to encourage, support, and promote energy efficiency, energy conservation, and the use of renewable sources of energy in New Zealand. It also provides subsidies for certain products that can help with this process. Unfortunately it did not include window insulation. The heat lost through your windows is anywhere between 21 – 31%, slightly reduced when quality curtains are used. The subsidy for things like a heat pump is great, but with such a big percentage of the heat generated being lost through uninsulated windows, are we really being “Energy Efficient”?

There has never been a product on the market quite like **Kristalbond**, double glazing has been the only product that has been able to reduce the energy lost out the windows. This is why there is belief that double glazing is compulsory. This is incorrect and below is an excerpt from an email from Mr Nick Locke, Senior Advisor, Building Standards from the Department of Building and Housing.

The NZ Building Code is performance based, which means there is considerable flexibility in the designs and technologies that can be used. This is certainly true for the energy efficiency of windows, where the Building Code requirements allow any type of window that achieves R0.26 to be used, and even allows windows with lower R-values to be used when more insulation is used elsewhere to compensate for the lower window R-values. While most people use double glazing to comply with the H1 Acceptable Solution, and therefore the Building Code, [you correctly point out that double glazing is not compulsory](#). The Department does not promote or discourage particular types of windows, provided the window performance meets the Building Code. Guidance we have published previously reflects this by illustrating a number of different types of windows which achieve R 0.26 (e.g. see page 17 of the insulation guide www.dbh.govt.nz/UserFiles/File/Publications/Building/consumer/your-guide-to-smarter-insulation.pdf).

When repairing or retrofitting glazing to an existing house, the R-values required by the Building Code are not spelled out explicitly in an acceptable solution. The current H1 Acceptable Solution relates primarily to new houses, where all parts of the thermal envelope (i.e. roof, walls, floor and windows) have been insulated. Therefore councils have some discretion when considering what is an acceptable R-value for glazing repairs and retrofits. I expect that few, if any, councils would not encourage improvements to existing windows, even when the repaired or retrofitted windows do not fully comply with the H1 Acceptable Solution. In reality, most retrofit work is likely to be done without getting a building consent so decisions about Code compliance will rest with the installer and homeowner rather than the council. When such decisions about Code compliance are made there is certainly no compulsion to comply with the H1 Acceptable Solution.

Where To From Here?

For us, we are to change the thought pattern of everyone who has had the belief “double glazing is compulsory” drummed into them. We are to promote a product that is capable of offering similar insulation values as a retrofit double glazed window (4/6/4). An added benefit of **Kristalbond** is the fact that it has 99% UV protection included therefore saving furniture and carpet fade.

How Does Kristalbond Work?

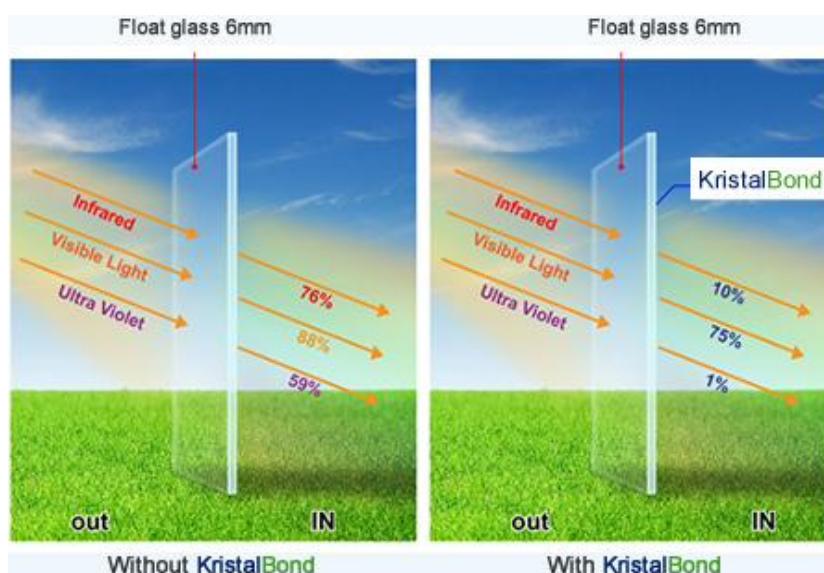


Unlike window tints, the **Kristalbond** coating works as a Low-Emissivity coating (Low-E). This means that it *reflects* a significant amount of radiant heat, thus lowering the total heat flow through the glass.

Kristalbond is an advanced coating that utilises Sol-Gel and Nano technologies. It comes in liquid form, and within a few hours of application, **Kristalbond** forms a seven micron thin solid layer on the glass surface. Through the combination of the technologies, the **Kristalbond** coating is able to self-level on its own at room temperature. With agents like ultraviolet and infrared absorbers and colour pigments, **Kristalbond** is today's solution to solar control.

Crystal structure for unchanged clarity

Kristalbond retains the original specifications of your glass windows, keeping it as you intended it to be, clear without distortions or seams. Available in a clear and colourless form, with **Kristalbond**, you get a long-lasting coating that blocks out harmful radiation from the sun, but not the visible light, giving you optimum clarity, day and night.



Complete Solution

Customers are looking for a cheaper alternative to retrofit double glazing. We firstly need to know what the customer is looking for. **Kristalbond** will improve insulation, UV and condensation, but will not do anything to help noise reduction. If noise reduction is an issue, by installing laminated glass and applying **Kristalbond**, will give the customer the complete package.

What Ongoing Support Will I Receive?

Protecta Glass Limited is committed to the promotion and success of **KristalBond** in New Zealand. The need for a product of this nature has been a long time coming and the success and growth will come from the network of people that join the Franchise and with the help and support from management, it will succeed.

You will receive the **KristalBond** Application Manual along with an Administration Manual. This will help with the day to day operation of your business. We also make regular visits to assist you and give advice on operational changes, customer services, product information and any other information you require to make your franchise and our business a success. We are here for our customers and will do what it takes to make them happy. Lets exceed their expectations!

A Few Questions Answered

What Does A Franchise Cost?

Unfortunately there is no set price to set up a **KristalBond** franchise as the cost will differ dependant on the area you choose. As an indication only, most franchised areas have a fee of between \$30,000 and \$35,000.00 + GST. From there, there are things like vehicle, training, stock, advertising and marketing.

Is There Finance Available?

We want the right people to build a network of successful franchisees. For this to happen it may be necessary for us to help with the initial finance. Options on this can be discussed at the first meeting between yourself and the Franchisor.

Can We Talk To Other Franchisees?

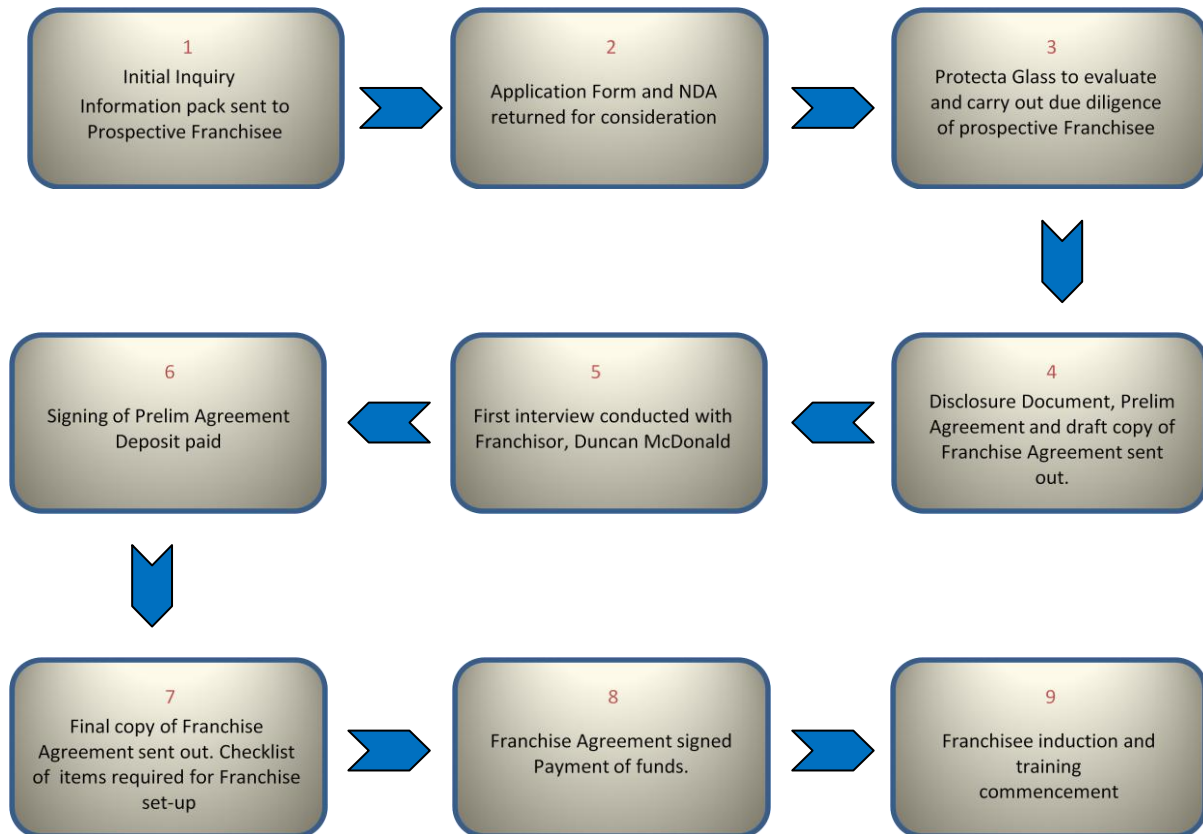
We are very happy for you to do this. As you can appreciate, there is information that cannot be discussed due to the commitments made by the franchisees. A better time for this would be after we have received your signed NDA back.

Are We Able To Sell Our Franchise?

Of course you can. It is like any business and can be sold at any time to a buyer approved by the Franchisor. There is a few costs involved in the process like administrative fees, legal costs and transfer costs. This is all covered in your Franchise Agreement.

The Process

Following is a guideline to the process we take to introduce a new franchisee.



The secret of success
in life
is for a man to be
ready for
his opportunity
when it comes

The Next Step

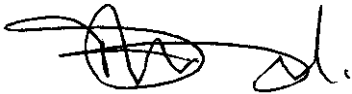
It is a requirement of the Franchise Association of New Zealand for us to provide you with a full disclosure of our Franchise. Before we can do this, it is important for us to know a little about you. Therefore we ask you to fill out the “Application Form” and sign the “NDA” and return this to us. By signing the NDA, it ensures that all information provided will be treated as confidential between Protecta Glass Limited and you.

It is important to understand that our core business is to help our Franchisees to be successful. Therefore it is vital for us to select only the right people to make this happen. Filling out the Application Form helps us to understand your situation and to evaluate the possibility of you joining our group of successful franchisees. It is also an important step of the recruitment process and the ability for us to exchange information freely without reservation.

I know you will have a number of questions that need answers after reading the enclosed information. Please feel free to contact us on 0508 57 47 82

Thank you for taking the time to read this information. I hope it has helped you to move to the next step of purchasing your **Kristalbond** Franchise. I look forward to hearing from you soon.

Kind regards



Duncan McDonald
Director

The happiest people don't have the best of everything.
They just make the best of everything.