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OXXO Care Cleaners (US) to Expand the Franchise in Latin America

19 Apr 2017 - OXXO Care Cleaners, the environmentally friendly garment cleaning franchise that was first to use Greenerth® solvents while offering 24/7 ATM-style service in a European boutique setting, has announced a partnership with GrupoNexoFranquicia to expand its global footprint into the Latin America region.

"OXXO and Grupo Nexofranquicia share a passion for delivering real value to our franchisees and we look forward to this partnership. It will allow OXXO to continue its global expansion efforts outside of the United States, ensuring that the strict environmental standards that have differentiated OXXO in the U.S. now be applied in a new, growing market" said Salomon Mishaan, CEO & Founder of OXXO Care Cleaners.

"Dry cleaning is a growing industry in Latin America but still has antiquated technology. We wanted to partner with a company that has truly stood out in the U.S. and Asia. More than more than 60% of OXXO's franchisees have converted to multiunits. OXXO is a highly innovative franchise that uses the latest technology to serve its customers, and we remain committed to keeping our interested franchisees on the cutting edge," said Fernando López de Castilla , CEO of Grupo Nexo Franquicia.



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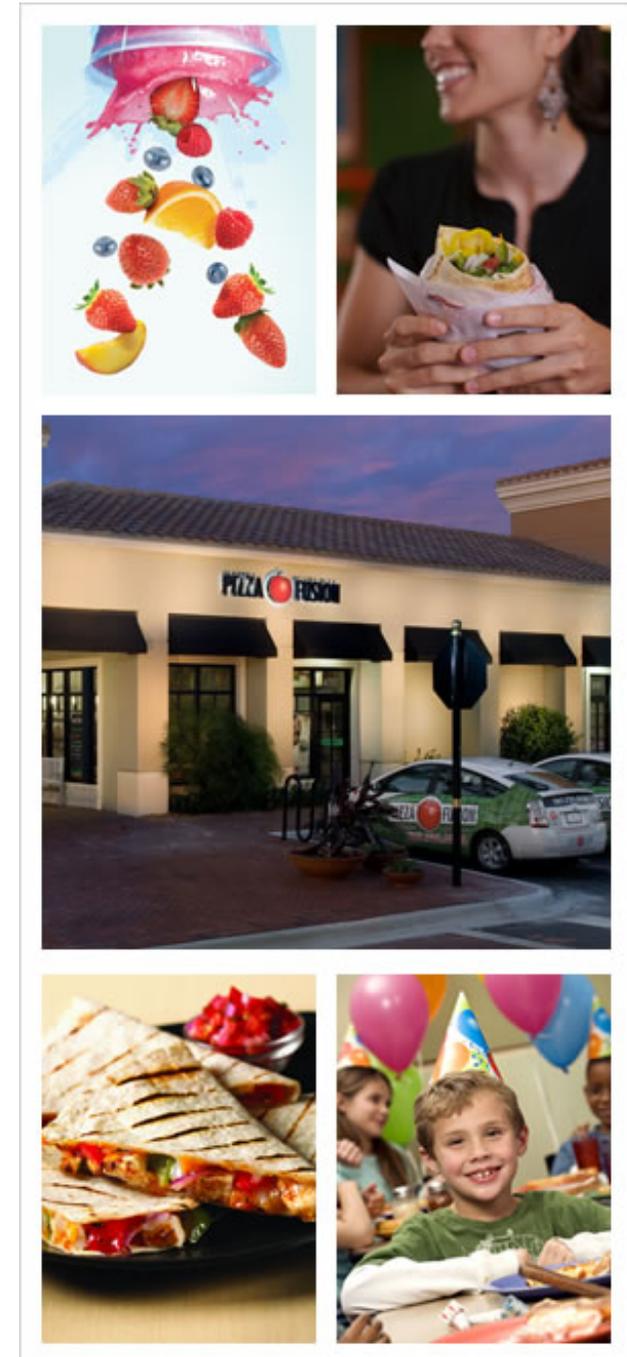
OXXO started off the year with recognition in Entrepreneur Magazine's 38th Annual Entrepreneur Franchise 500 Ranking once again, where it ranked this year in 262nd place. Additionally, franchiserankings.com ranked OXXO Number 1 Best Dry Cleaning Franchise for 2017. To obtain the top ranking, OXXO was evaluated for its overall prospects and possibilities for growth and expansion across major markets, as well as its ability to perform similarly across a number of different markets and regions. OXXO's management was graded for its intimate knowhow, to properly treat and clean a wide variety of fabrics, and how to properly train franchisees.

OXXO's Indonesia stores were named the 1st Eco-friendly Dry Cleaners in Indonesia by REBI (Business Recognition Award), and the Indonesia stores made the ISO 9001:2015; which is part of the method for the development of the OXXO concept a Quality Management System Certification. OXXO Indonesia also partnered with the country's biggest Banks to promote the brand through their credit cards applying rebates to their customers. They also presented a new model unit: a Dry Cleaning truck to be used in areas where rent is high or unavailable.

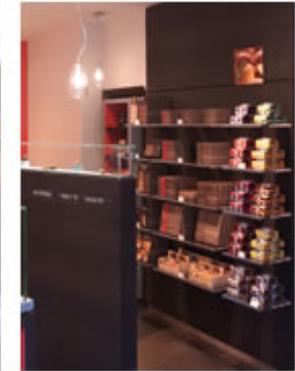
Having sold over 50 franchises stores to date, Salomon Mishaan, Founder & CEO, has developed a winning strategy for the business, its franchisees and the communities in which OXXO operates.

About OXXO

OXXO® is an environmentally-responsible dry cleaning franchise, for over 15 years, in the United States. At OXXO, customers experience the ultimate in garment care with the use of environmentally safe GreenEarth solvents (no use of Perc (Perchloroethylene) chemicals common at other dry cleaners), the latest 24/7 ATM-style pick up service, the most technologically advanced European manufactured garment care equipment and the traditional method of hand - ironing. All garments are cleaned right the first time and personally inspected by OXXO garment care specialists to ensure superior handling and meticulous attention to detail.



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