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OXXO Care Cleaners(R) Launches Aggressive Multi-Unit Franchise Sales Strategy

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Marketwired November 28, 2016

HOLLYWOOD, FL--(Marketwired - November 28, 2016) - On the heels of its international expansion via [multi-unit franchise sales](#) in Indonesia, [OXXO Care Cleaners®](#), the environmentally friendly garment cleaning franchise that was first to use [Greenearth®](#) solvents while offering 24/7 ATM-style service in a European boutique setting, announced today the pursuit of an aggressive multi-unit franchise strategy across the United States.

Having sold 50 franchise stores to date, [Salomon Mishaan](#), Founder & CEO, has developed a winning strategy that is now aimed at multi-unit franchisees, in an effort to

fully consolidate the OXXO®, brand. OXXO recently signed an agreement with Guillermo Gallegos and Alexander Quintanilla, area developers who will own the region from Orlando to Jacksonville. They are charged with building out twenty franchises in ten years. Prior to this, a franchisee purchased five stores in Palm Beach County. For multiple store purchases and area development, OXXO offers franchisees unbeatable incentives and discounts that area developers are finding hard to turn down. An individual OXXO store costs approximately 450k whereas competitors start at 1.25k The more OXXO stores you buy, the more you save.

"Competitors have come onto the market in the last ten years with copies of some of our unique qualities, but none have been able to perfectly replicate what OXXO does and more importantly, the service and quality we offer our customers," says Salomon Mishaan, OXXO's Founder & CEO. "We are proud of the brand we have built and continue to enhance our offering with regular updates to our clean technology. Multi-unit sales are the logical natural next step to our growth roadmap," he adds.

Henry Soesanto, who owns six OXXO stores in Indonesia, said, "After an intensive market study and competitor analysis, I approached OXXO for expansion via multi-unit franchises into Indonesia because of their truly unique and cost-effective offering. OXXO is the *only* cleaning franchise, worldwide, that strictly requires the use of Greenearth, and fully electric equipment. I looked across the globe for a modern, green, environmentally responsible dry cleaning system, and OXXO is the only option."

For more information about multiunit franchise sales opportunities, please contact salomon@oxxousa.com.

OXXO's Story

Since the opening of the first store in Hollywood, Florida in 2002, Salomón Mishaan OXXO Care Cleaners®, Franchise Founder, decided to enforce the use of a dermatologic and eco-friendly cleaning solvent called "GreenEarth®," instead of the commonly used chemical *perc* (*Perchloroethylene*) a carcinogenic which is unhealthy for both human skin

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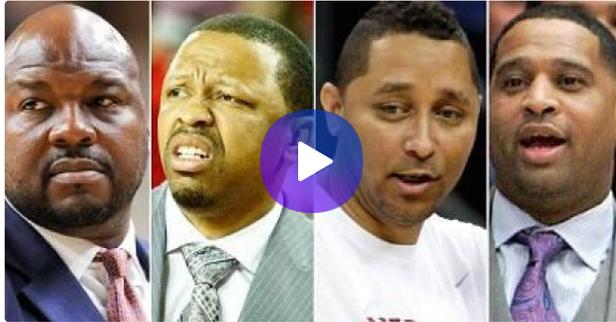
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and garments, and that emits vapors so strong that most dry cleaners have to leave doors open permanently. He also eliminated the traditional industrial boiler system which works off fossil fuels and vapor piping that emit heat to warm equipment, installing instead independently heated (electric) equipment, allowing for the air-conditioned boutique style concept imported from Europe.

Eliminating the industrial boiler and using a safe and healthy cleaning solvent, as well as remodeling the look of the traditional dry cleaner and installing a 24/7 Style pick-p system has allowed OXXO to experience a fast payback as the franchise has opened doors dozens of shopping malls, which previously held certain resistance to cleaners due to the volatility of the boilers and to strong chemical odors and contamination.

Mishaan decided to enter this sector because he saw that dry cleaning lacked innovation. He was looking to make people's lives easier and improve living standards via convenience, quality and nontoxic environmental safety. While he wasn't familiar with the industry's details, he brought with him all of his experience from the textile industry. From the beginning, he knew that he and his team had to transform the traditional system and generate a distinctive and better offering. Instead of surrounding himself only with experienced persons in the service industry, he also incorporated a team of technicians with industrial experience. Mishaan and his team had dedicated their entire lives to generating efficiency and convenience. This formula is what has tilted the balance in their favor.

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