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Gettin' Their 'Cha-cha' on



TIM BURKE | August 23, 2017

OXXO Care Cleaners partners-up in Latin America

HOLLYWOOD, Fla. — [OXXO Care Cleaners®](#) has announced a partnership with Santiago, Peru-based franchise development company [Grupo Nexo Franquicia](#) to expand its global footprint into the Latin America region, the company reports.

“OXXO and Grupo Nexo Franquicia share a passion for delivering real value to our franchisees and we look forward to this partnership,” says Salomon Mishaan, company CEO and founder.

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This move will allow his firm to continue its global expansion efforts outside of the U.S., ensuring that the strict environmental standards that have differentiated his company here now be applied in a new, growing market, he points out.

OXXO describes itself as an environmentally-friendly garment cleaning franchise offering 24/7 ATM-style service in a European-boutique setting.

“Dry cleaning is a growing industry in Latin America but still has antiquated technology,” says Fernando López de Castilla, CEO of Grupo Nexo Franquicia. “We wanted to partner with a company

that has truly stood-out in the United States and Asia.”

He notes that more than 60% of this U.S. firm’s franchisees have converted to multi-units.

This makes it, in his words: “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.”

About the author



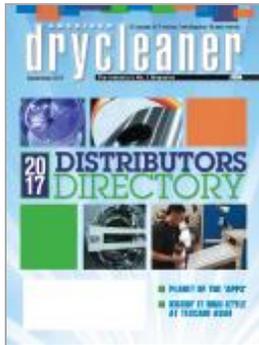
Tim Burke

AMERICAN DRYCLEANER

Editor

Tim Burke is the editor of American Drycleaner. He can be reached at 312-361-1684 or tburke@atmags.com.

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