

## **FASTFRAME**

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## **LIFE IN THE FAST LANE WITH FASTFRAME**

*Friendly customer service, quality design and quick turnaround make for picture perfect custom framing at FASTFRAME*

(Tustin, CA) --- Andrew Perry will be the first to tell you he has a lot on his plate. The former CIO of Black & Decker Europe is not only a current principal of a management consulting firm, he's also president of the Panorama Homeowners Association in San Clemente, CA. And if this weren't enough, Perry can now add small business owner to his long list of credentials. He and his wife Jane recently purchased an existing FASTFRAME franchise in Tustin, CA.

FASTFRAME, the 250-chain of owner-operated shops, offers high-quality custom picture framing services to consumers, art collectors, interior designers and commercial clients. And while traditional shops required days if not weeks to complete a custom framing job, FASTFRAME can generally complete a job within a couple of hours.

FASTFRAME uses state-of-the-art, on-site custom framing capabilities and each store carries an assortment of prints and fine art in easy to view catalogs.

Originally from the United Kingdom, Andrew, 54, and Jane, 51, immigrated to the States in 1982 with their three children. From 1996 to 2001, Perry was based out of London while he worked for Black & Decker. During this time, they traveled throughout Europe, the Middle East and Africa. Upon returning home, Perry and his wife decided it was time to get out of the corporate world and start a business that they could operate themselves, leaning on his business background and her artistic skills.

“We were looking for something to really exploit our creative side,” Perry says. We decided we wanted to buy an existing business, but it needed to be the right business. We looked at probably 300 businesses before we narrowed it down.”

With the help of a business broker, Andrew and Jane came upon a FASTFRAME franchise that had been in business for 13 years. Close to their home in San Clemente, it proved to be the perfect small business that would enable them to interact with a close-knit community. Opening their doors on May 1, 2003, the Perry's have already shown a profitable return.

“We have a real mix between residential and commercial business,” Perry says. We've got a number of commercial accounts like hotels, car dealerships and marketing services companies. On the residential side, pretty much anything goes. We do originals, photographs, lithographs – you name it. Anything that can be framed, we frame.”

FASTFRAME's typical customer is looking for creativity, a good eye for color, quality of craftsmanship and general customer service and satisfaction, Perry says.

“A lot of our customers are fairly affluent and reasonably well traveled,” he says. “They bring in art that they've collected in France or Italy or China. Since my wife

and I have traveled all over the world, we have the ability to converse with them and make suggestions on how to frame a particular piece. We have some great interactions with the customers. It's good to put a smile on their face."

In an effort to get more involved in their local community and to market their growing company, the Perry's are members of three chambers of commerce. They also donate framing to various charitable organizations, like The American Diabetes Association and the High Hopes Foundation, an organization that aids hearing-impaired children and their families. They recently supported a local high school by donating \$25 gift certificates for each of the 470 graduating seniors.

The Perry's immediate goals for their franchise are to increase their volume and the amount of commercial business they bring in. And while they have no plans to expand their business with additional stores at this time, they say it could be a possibility in the next 18 months to two years.

"In today's softer economy, there's perhaps a little less disposable income in some areas, but we're trying to overcome that," Perry says. The product is a great product and the work that we do is very high quality. We pride ourselves on customer satisfaction and that's a real enjoyable side of the business."

The framing business is a \$6 billion industry, made up of 20,000 independent framers and 3,000 chain and franchise stores, such as FASTFRAME. Internationally FASTFRAME is located in the UK, Japan, Australia and Brazil.