



Because the Future is Now.

FRANCHISING OPPORTUNITIES AVAILABLE AT FISHER RECYCLING



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It ***does*** make a difference!

Profile of a Leader

Fisher Recycling is a rising star in the skyrocketing recycling industry. Known for high standards of service, professionalism, and innovative programs, our award-winning company offers cutting-edge recycling solutions to commercial and residential customers.

Put simply, we believe that this is the perfect time and opportunity to enter the profitable and exciting recycling industry.

When it comes to considering unique franchise opportunities, Fisher Recycling is hands down an exceptional investment. We offer a flexible growth structure and in-depth experience in the recycling industry, providing you with unlimited potential in this dynamic, fast-growing field.

A key differentiator between Fisher Recycling and the average recycling collector lies in our value-added services, particularly customer education. We partner with our customers to assist them in becoming more environmentally conscious by reducing their waste and offsetting their carbon footprint.

Becoming a Fisher Recycling franchisee is only offered to qualified entrepreneurs and presents these individuals with an incredible opportunity to enter the profitable and exciting recycling industry with the greatest benefit of all—knowing that you really can make a difference.



Chris and Elizabeth Fisher



The Future's Looking Green

Steadily rising energy prices, commodity price inflation and scarcity, and global environmental concerns have conspired to create a “perfect storm” for the recycling industry. We are entering a clean technology era that’s being compared to the rise of the telecommunications industry in the early 1980s. Few people realize that recycling has become a backbone of our economy, pulling in \$236 billion in revenues in 2007. Now in the early stages of the next huge wave of innovation, investment opportunity, and business creativity, recycling presents a once-in-a-lifetime opportunity to invest in young companies that are changing the world for the better.

Consider these examples:

- American consumers and industries throw away enough aluminum each year to rebuild our entire commercial airline fleet every three months, not to mention, an aluminum can thrown away today will still be a can in 500 years. The average American uses seven trees a year in paper, wood and other products made from trees, amounting to a mind-boggling two billion trees per year.
- Plastic recycling is of immense importance, since plastic is almost always the product of petroleum, a non-renewable resource.
- Americans throw away 25 million plastic beverage

bottles per hour and these bottles take 700 years before they begin to decompose in a landfill.

Making people aware of waste issues and promoting sustainable alternatives is the heart of the Fisher Recycling franchise. Many recyclers are finding that municipalities continually seek to increase diversion rates, (the amount of materials collected for recycling versus the landfill).

Industry observers believe that with the right incentives more material can be extracted from the consuming public. Everyone, from government and industry to small businesses and consumers at home, must participate in each phase of the loop for recycling to work.

The large—and growing—recycling market is fragmented, with room for a leader to emerge. With our high standards of service, accomplished management, and track record of meaningful growth, we are well-positioned to establish the trusted Fisher Recycling brand as the pre-eminent recycling company in the United States.





From Humble Beginnings

Founded by Chris Fisher in 1992, Fisher Recycling began as a one-person business with a pickup truck collecting recyclable goods from restaurants and businesses in Charleston, South Carolina. With systems and services that were embraced by the businesses of Charleston, scheduled collections grew to more than 30 per day within two years.

Today, with a client base of more than 800 customers, our original pickup truck has been replaced by a small fleet of

trucks and trailers. We've added multiple profit centers and our warehouse has been expanded to include the Fisher Recycling Center at Noisette. In this center, community members can bring material to be recycled and take away products that result from creative use of recycled glass, wood pallet flooring, vermicomposting, and e-waste refurbishing.

Our recycling center is just one example of the community and industry involvement that form the core of Fisher Recycling.

From the very start, our philosophy and principles have been to educate and serve the community's business recycling needs. If you're awarded a Fisher Recycling franchise, you'll carry on our tradition of enthusiastic and dedicated community involvement.

Headquartered in Charleston, South Carolina, we're concentrating our initial franchise expansion efforts from Virginia to Florida.



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Brilliant Business System

Your Fisher Recycling franchise will serve residential and commercial markets, and will expand at your own pace to include additional revenue streams. Our established business model, expert supervision, and ongoing training will help guide you each step of the way.

Planning Your Future

Part of our role as franchisor is to help you plan your future. When you are ready we'll be available to advise you as you expand your offerings.

Growth

The Fisher Recycling franchise is designed to provide a pattern of steady growth and expansion.

Starting out operations from your home office provides a low-cost alternative to renting commercial space. You may wish to focus on either residential or commercial customers initially and eventually work up to include both. The choice is yours! Starting with one truck and trailer, you'll add to your fleet as needed.

Profit Centers

Additional offerings can include glass processing, curbside restaurant grease collection to make your own bio-diesel fuel, energy audit services to help make businesses greener, and many others. We're here to provide you with ongoing training and assistance with each profit center you choose to incorporate.



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Flexibility

When crafting a recycling program for a community, there's no one-size-fits-all answer. Your approach and solutions will be dictated by individual clients' needs and by your market. We'll show you how to create, maintain, and grow an exceptional recycling program that will best serve your area.

First, you'll perform a waste audit to identify the company's recycling and environmental needs. Based on your findings, you'll design a customized program. You'll supply recycling bins and meet regularly with clients to monitor their needs.

Commercial Accounts

Commercial customers are Fisher Recycling's core revenue center. You'll target restaurants, offices, hotels, resorts, and other commercial sites whose continuous stream of garbage and recyclables should supply you with a steady stream of income.



You'll create customized programs for your commercial clients, based on need. Paper recycling programs are designed for ease of complicity, using strategically located bins of appropriate sizes. Restaurants appreciate the convenience, time and space savings of comingling all recyclables, including glass, plastic, aluminum, tin, and food waste in the same bin. Many of our restaurant customers opt for six-day-a-week service, which reduces dumpster pulls and, in many cases, allows them to reduce the size of their dumpster.



Customer Education

Customer service and education are vital to environmental businesses, and Fisher Recycling's in-depth customer education puts us a cut above the competition. Once a program is established, you'll conduct a comprehensive education and training session for all staff. Our approach is designed to inspire customer confidence, loyalty, and satisfaction.

Going this extra mile with personalized service and exhibiting a high level of interest provides Fisher Recycling with a clear competitive edge.

Strength in Numbers

We've developed affiliations with large national companies that enable us to provide you with discounts on many items needed to operate your business. These items include computers, phone systems, uniforms, trucks, and insurance, among others.



The Fisher Recycling Franchise Advantage

Franchising is a powerful economic force, providing more jobs than many other sectors of the economy. The industry has experienced record growth and is expected to continue. There are many reasons behind the phenomenal performance of this method of doing business.

With a franchise, you start with an established system. Most small business owners lack the experience and knowledge that a franchise company provides. Following the Fisher Recycling system of operation may actually reduce your risk.

Superb Support

As a Fisher Recycling franchisee, you'll receive our expert advice, guidance, and support to assist you from the very start and throughout your expansion and growth.

With a franchise, you start with an established system. Most small business owners lack the experience and knowledge that a franchise company provides.

Your comprehensive training will include classroom instruction in operations, administration, customer-service techniques, QuickBooks software, billing, account management, and other important areas. The sales/marketing portion of your training will include how to identify potential customers, as well as the proper methods for presenting your services. You'll benefit from on-the-job training at one of our locations and, as you prepare to commence operations, a Fisher Recycling trainer will be on hand to assist you.

An in-depth operations manual will provide detailed descriptions of your daily operations. You'll refer to this well-organized volume for answers to questions regarding policies, procedures, and more.



Our marketing assistance will include supplying you with consumer marketing plans, sales brochures, and business cards. You'll represent the respected Fisher Recycling brand, with full use of our distinctive logo. In addition, our extensive Web site serves as an excellent marketing tool.

We understand how much goes into starting your own business and we are committed to providing the resources you need to succeed. Together, we can help you increase the value of your franchise and enhance your career in this vibrant field. So take the Fisher Recycling Franchise Advantage today and start making a positive impact in your community!

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Becoming a Fisher Franchisee

We will be awarding franchises to individuals and investment groups who can meet our initial investment requirements and who possess appropriate qualifications. Considerations will include:

- Environmentally conscious
- Self-starter
- Strong sales and customer-service abilities
- Well developed communication skills
- Maturity and stability
- High personal standards of excellence, honesty, and integrity

Former recycling or waste management experience will be considered a plus but will not be required.

Greener Pastures Await!

Fisher Recycling presents an ideal opportunity to grow a business in the increasingly vital recycling industry. Our exceptional business approach wins customer loyalty. Our franchise is structured for growth with targeted support built into the program.

Find out more about how you can help the environment while helping yourself! Refer to the back cover of this brochure for our contact information. We look forward to hearing from you!







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