Franchise Prospectus

nettl®

Hello, we're Nettl

We do websites, web shops,
apps, printing and exhibitions
for local businesses

Nettl is the evolution of the
award winning printing.com
Franchise

Explore our formula and find
out if the Nettl Franchise is
right for you

The award winning printing.com Franchise is now Nettl

Times change. The way businesses promote themselves has changed. And so the printing.com formula has evolved into Nettl. We still do printing (in a big way) and we also do all the online elements that businesses need. Beautiful websites of course, web shops to help clients sell online and maybe booking apps for their restaurant or salon.

Nettl targets local businesses which require a creative-led local service for their online and printing needs. Clients spending anything from £1k upwards per annum fit the Nettl proposition.

Tech Talk

Nettl is platform agnostic. That means we use best-in-class elements for our online solutions. We fuse design, technical and administration processes together using proprietary systems.

The Nettl Franchisee should be an accomplished networker, great at opening doors and establishing new client relationships. Then, of course, they'll thrive on delivering amazing websites and design – is this you?

At launch, we encourage new Franchisees to start from a serviced office and employ the services of a graphic designer, at least part time.

Once you've got going, we'd expect you to establish permanent premises which offer the Nettl brand prominence and a place to work that measures up to the Nettl brand's 'tech cool' vibe.

Nettl 'Geeks' are your secret weapon. They augment what you can do in-house. They integrate sites and systems, customise, code and provide 'fast paths' to more technically challenging client briefs.

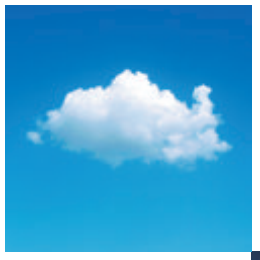
What about you? You probably have a background in sales, technology, marketing or the creative industries and are able to make an investment of circa £20k.

Come and explore the Nettl Franchise opportunity.

Nettl Franchise pedigree

We've been Franchising since 2002

Our CEO has served on the board of the British Franchise Association



After the millennium, during the noughties, the printing.com formula became the market leader. It was successful in the UK and Ireland, as well as France, New Zealand and the United States.

In 2005, printing.com won the British Franchise Association Award for Enterprise. Ten years on, we're still full members of the BFA. Our CEO, Tony Rafferty, has also served as a Director of the British Franchise Association.

But nothing stands still and the Nettl formula has been developed to address client's cross media needs. We put Franchisees centre-stage to deliver creative-led solutions for local businesses. Put simply, if a print vendor can't offer web services then they are relegated to the commodity end of the market. The printing.com name is sector specific and no longer represented the online scope of our solutions, hence the evolution of Nettl.

Nettl, in common with printing.com, is owned by Grafenia plc – a public company whose shares are traded on the London Stock Exchange. Knowing that your Franchisor is a profitable, debt-free, public company with a strong heritage in Franchising provides peace of mind.

Nettl's online credentials come from our broad e-commerce expertise tried and tested successfully in other divisions of Grafenia plc.

Meet Tim

He's a Nettl client

Here are all the things Nettl
does for him

That's the Nettl mission – online
and offline, creating engaging
design for local clients
and growing businesses

Nettl :one solution to create a beautiful, responsive website that works on mobile, tablet and desktop

Complemented by a range of printed marketing material for the launch

With corporate identity
and brand styling

TIM SCOTT WRIGHT

Thanks to Tim for permission to show off.
If you need a Glam Dry in Stourbridge,
he's your man.

Nettl :one

Our entry level solution that delivers beautiful and device independent websites

By all accounts we've crossed the online watershed and tablets and smartphones are now in the lead.

More web pages are now accessed using smartphones and tablets than conventional desktop devices. And that means businesses need a 'responsive' website. Responsive is the buzz word which means the site looks good and importantly, is easy to navigate, whether it's viewed on a mobile, tablet or desktop device.

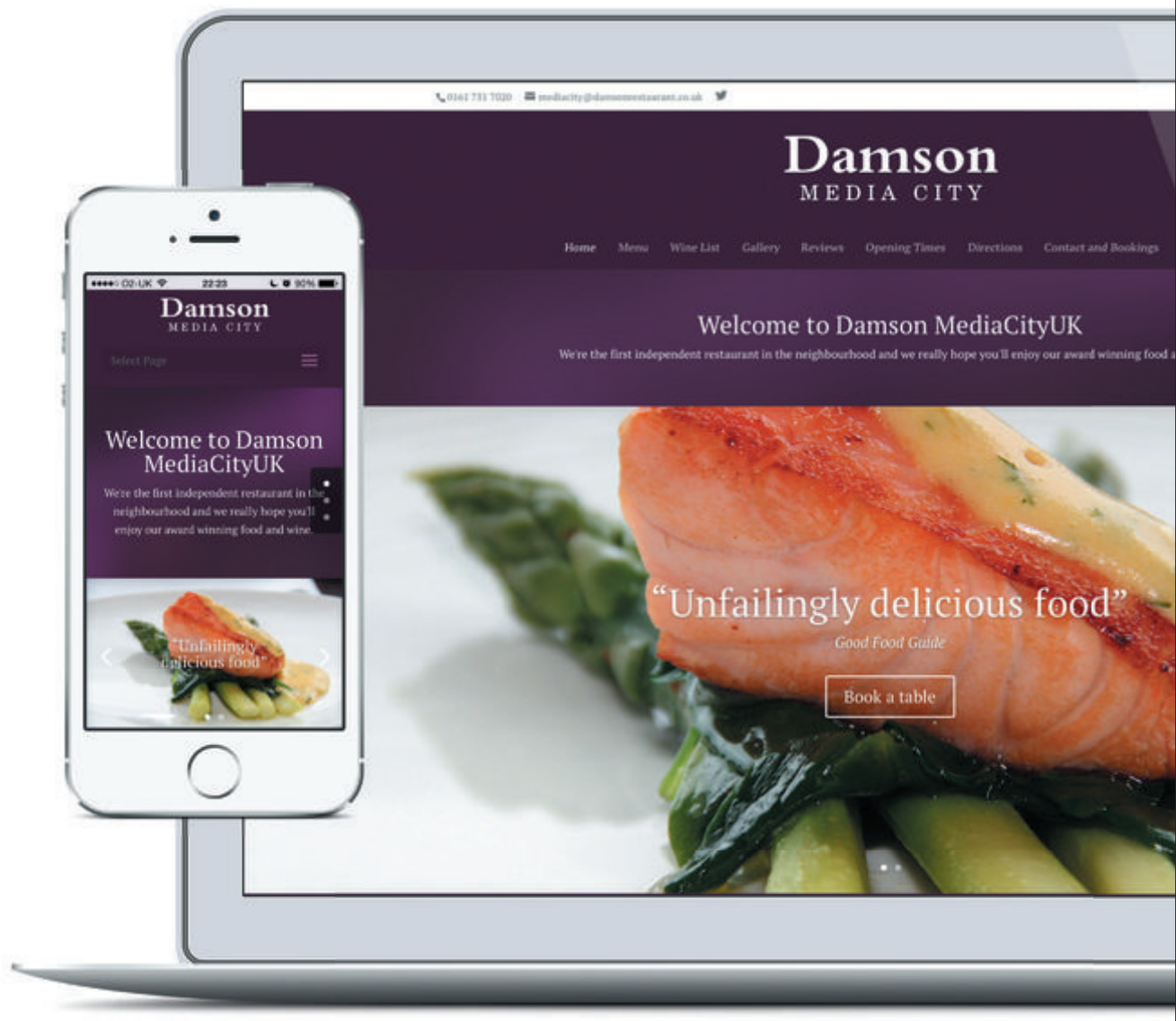
But here's the interesting bit, the vast majority of websites aren't responsive. That means they're clumsy to navigate using smartphones and tablets.

Go on, get your smartphone out and check the websites of ten local businesses you know. Easy to navigate? Responsive? Probably not.

That's the opportunity for Nettl Franchisees – to market ***Nettl :one*** websites, bring in new clients and produce attractive websites which work across mobile, tablet and desktop devices.

Nettl :one websites start from around £499. In essence they are pitched a level above the DIY marketplace. Indeed many ***Nettl :one*** clients upgraded their website from one of the DIY offerings.

As a Franchisee, the back office tools you'll use simplify website creation. This means that building websites is a small extension of the 'Photoshop' skill set. A small step for a graphic designer and attainable for the Nettl Franchisee themselves.



Tech Talk

Nettl :one sites are built using Brambl, Nettl's responsive site building tool or Wordpress. Whichever platform fits best, our proprietary systems make it easy to manage, build and deploy websites.

Brambl®

WordPress

Nettl :connect

Adds interactive elements for clients in the service sector

Enables Nettl Franchisees to do more things and generate greater revenue

Nettl :connect enables you to compete for online solutions which extend beyond a brochure site. Using ***Nettl :one*** as a foundation, you can add plugins and widgets to do the things clients want online.

Think about the websites you use most. Chances are they have some interactive element. Looking up information? Making a reservation? Checking the status of something? Whatever it is, the website owner is trying to make their business more efficient, more interactive and more connected.

Usually these websites have been for larger businesses. Why? Because developing this type of online interactive solution generally requires a big budget and is hence the preserve of the major players.

Nettl :connect delivers online interactive solutions to smaller businesses. It helps establish 'sticky' client relationships. Importantly for the Nettl Franchisee, ***Nettl :connect*** provides the scope for higher value-adding and access to more sophisticated solutions. ***Nettl :connect*** sites start from £999.

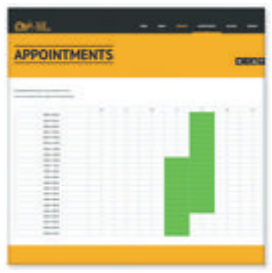
In your back office, the delivery of ***Nettl :connect*** projects is simplified for you thanks to the 'Nettl Geeks'. They pioneer 'fast paths' – proven ways of connecting online interactive elements with real-world business needs.

Every kind of business has different needs and problems to solve. Golf courses, restaurants, hotels, dentists, beauty salons and hairdressers – Nettl has killer applications for all these vertical markets, enabling you to approach these types of clients and others, with niche solutions.

This approach enables the Nettl Franchisee to deliver a solution quicker, more cost effectively and with a greater certainty about the outcome.

Tech Talk

Nettl :connect utilises a selection of ready-made plugins and widgets which can be integrated with ***Nettl :one*** sites. Our fast paths are ready-made 'recipes' to creating a finished site, step by step.



Nettl :commerce

Web shops to sell online

Helping Nettl Franchisees
profit by implementing
ecommerce solutions

Research shows that the UK leads the way in terms of online sales per capita. According to PricewaterhouseCoopers, 27% of consumers are now shopping online on a weekly basis.

Of course big businesses are selling online, but local smaller businesses want to compete online as well. They want to sell their product and take payment via their own web shop.

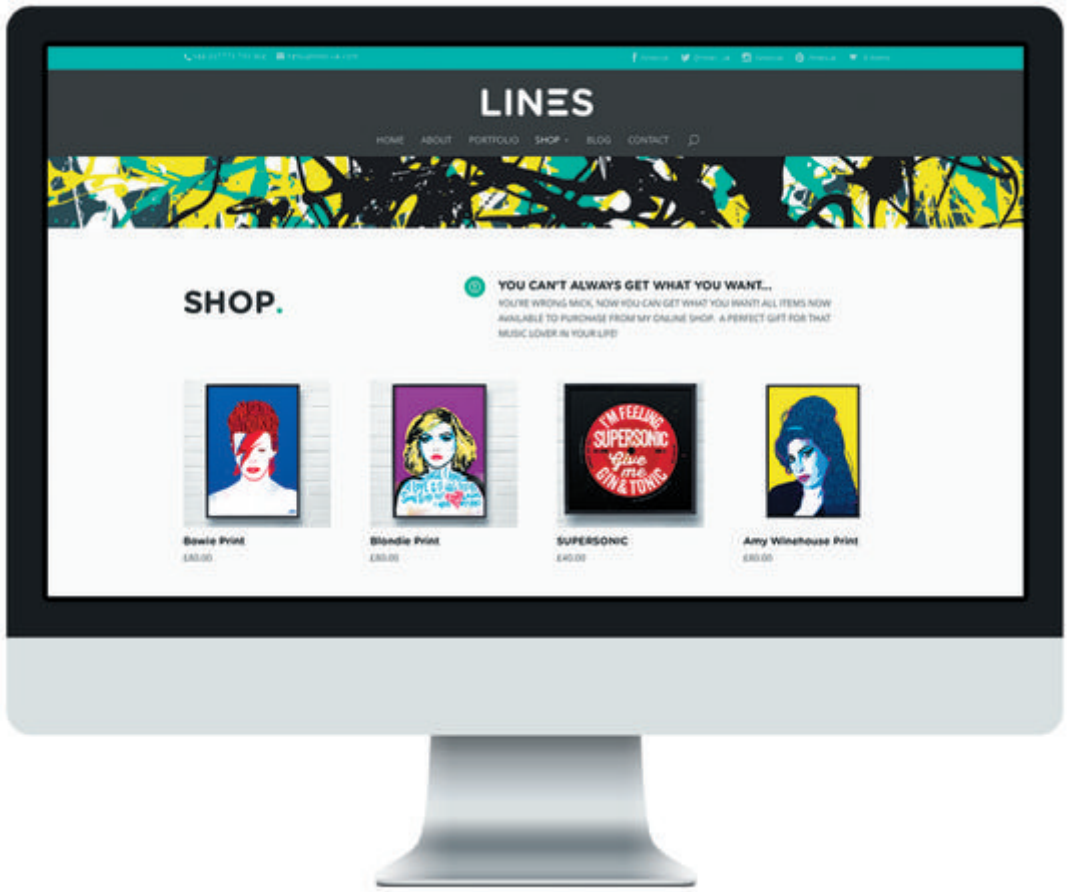
Nettl :commerce enables the Nettl Franchisee to build web shops with local businesses who want to sell online. ***Nettl :commerce*** solutions start from £1,999.

In your back office, Nettl embraces a number of leading ecommerce platforms. Like all Nettl online solutions, Nettl makes the set up, implementation and administration of the web shop simpler for you.

Nettl fast paths also extend to ***Nettl :commerce***. These provide proven routes to connect online shops with offline EPOS systems, enabling you to put in place sophisticated, sticky solutions, increasing your revenue potential.

Tech Talk

Most clients will prefer to start from an established ecommerce platform like Magento or Prestashop. However, Nettl Geeks have built ecommerce sites from scratch where the client's budget allows for something totally bespoke.



PRESTASHOP

W3 SHOP

WOO COMMERCE

Nettl Geeks

Your secret weapon

Technology black belts that help you to do more for your clients and provide you with secret shortcuts and fast paths

Winning new business, managing client projects and directing creative elements – that's the day-to-day of Nettl. To keep your investment down and overheads low, Nettl Franchises start out small – most likely just you and your graphic designer.

Nettl Geeks provide black belt technical support to augment the Nettl Franchisee's team. They help Franchisees do more in a number of ways.

Firstly, they put down the fast paths, establishing the simple ways for you to deliver clever ***Nettl :connect*** and ***Nettl :commerce*** projects. That means that you and your graphic designer can add more value and generate more revenue.

Secondly, Nettl Geeks do parts of client projects that may be beyond your in-house team. That means there's less need to say 'no' to the client. Of course, being able to offer more complex solutions than you can do in-house means greater scope to generate increased sales.

Where a Nettl Geek is used for a particular client project, the Nettl Franchisee will be charged a predetermined rate, agreed at the outset. This charge can be passed onto the client.

Nettl Geeks are black belts and everything technology-wise at Nettl is graded using a karate belt approach. Indeed, prior to launch you will be a yellow belt. Our training will make sure of that. Our continual training and development for you and your team will keep your technological capabilities on an upwards trajectory. And the funky belt system makes learning technology a little bit more fun.

Nettl Support

Aside from Nettl Geeks, Nettl Franchisees are supported by your Nettl Business Development Manager. They have the knowledge and experience to assist you in all aspects of effectively running your Nettl Franchise. Marketing, operations, hiring staff – your Nettl Business Development Manager is the go-to person.

Your Nettl Business Development Manager will also be a bit of a geek. Maybe not a black belt, but at least a blue belt and someone keen to assist you with your ***Nettl :one***, ***Nettl :connect*** and ***Nettl :commerce*** applications.

That's it really, at Nettl we've all got to be a bit of a geek, committed to maximising what we can do ourselves with online technology. Franchisor, Franchisee, everybody in the Nettl family – we're all geeks at heart.

Nettl print

Print is still an important part of the Nettl formula and mix

Nettl is a suite of services targeting local clients who spend upwards of £1k per year on marketing

Printing is still big and remains an important part of Nettl. Most local businesses use printing in some way alongside their online presence.

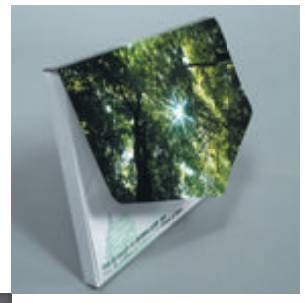
As Nettl hails from the printing.com formula, it's no surprise that Nettl does printing very well. This approach enables the Nettl Franchisee to deliver beautiful printed solutions to their client through our state-of-the-art factory, 'The Hub'.

The Hub means that there's no need to invest in the capital intensive printing plant and machinery. Nettl Franchisees are seamlessly connected to The Hub – via sophisticated, proprietary software.

Franchisees buy print at trade price and make a mark-up when they sell the product. Of course Nettl Franchisees also charge associated graphic design fees.

Nettl Franchisees can easily deploy web-to-print systems. These are used by larger clients to manage print procurement across a multi-site business, for example. Nettl web-to-print systems facilitate easy to use, editable templates which allow the final client to edit text and images and personalise printing material.

Nettl :print enables Nettl Franchisees to compete with much larger print vendors and deliver sophisticated solutions to generate greater value from their client accounts. Some of our partners use the same systems to handle key accounts worth £250k per year.

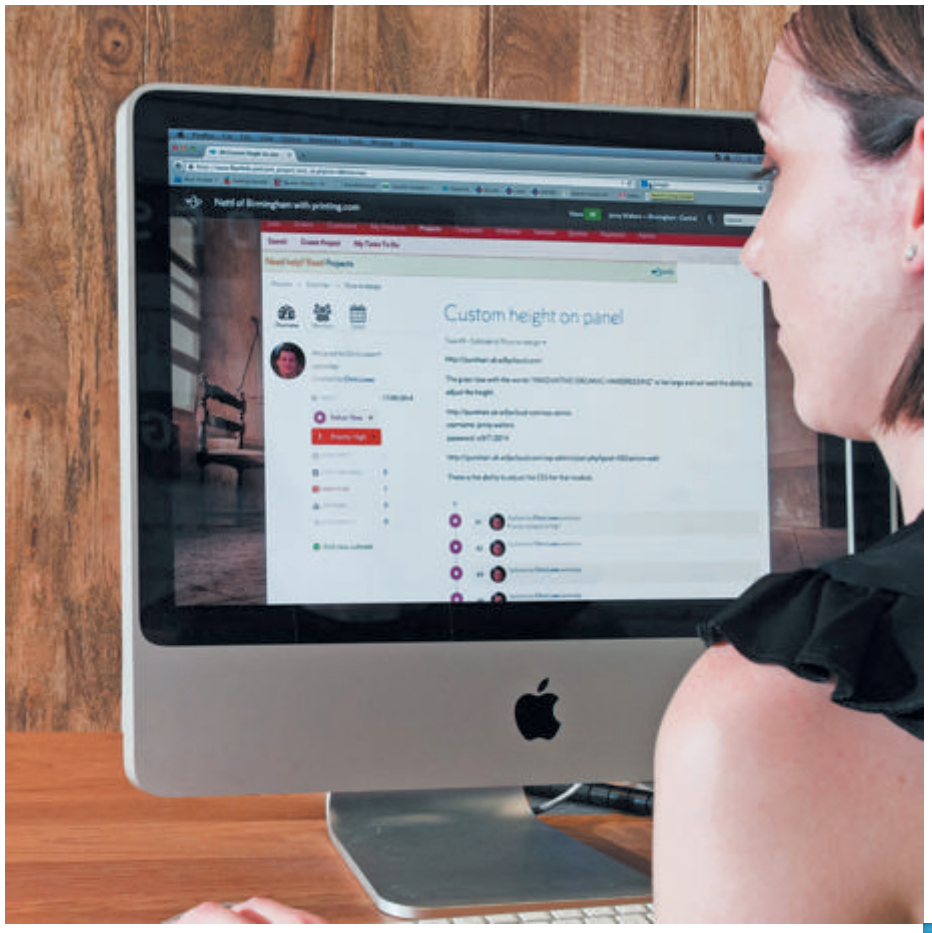


The Nettl integrated print system is ideal for:

- Banners
- Booklets
- Bookmarks
- Brochures
- Business Cards
- Calendars
- Compliment Slips
- Credit Cards
- Cut-out Cards
- Envelopes
- Flyers
- Folded Leaflets
- Folded Flyers
- Folders
- Folio Wallets
- Greeting Cards
- Invitations
- Key Wallets
- Laser Mailers
- Laser Price Lists
- Leaflets
- Letterheads
- Menus
- Notepads
- Place Mats
- Plastic Menus
- Mailers
- Posters
- Receipt Clips
- Receipt Holders
- Scratch Cards
- Showcards
- Stationery
- Stickers
- Swing Tickets
- Tent Cards
- Wobblers
- Wallplanners

Nettl systems

Back office, front office,
Nettl systems make doing
business simpler and
more efficient



In today's market more than ever, the 'systems' that underpin a business are almost as important as the brand itself.

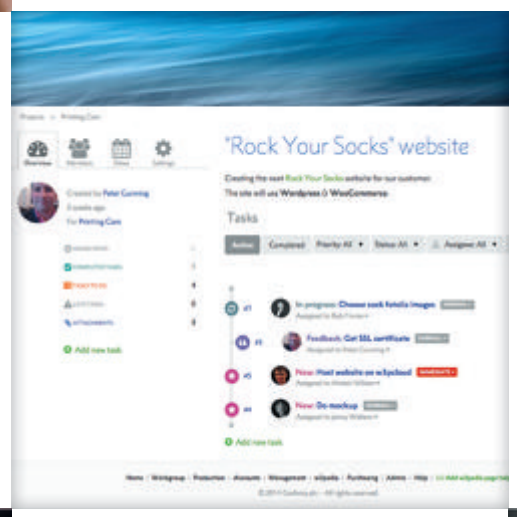
Grafenia, Nettl's parent company, is expert at developing business systems for the graphic arts industry and indeed exports these systems internationally to numerous countries. These systems are all SaaS (Software as a Service) based, meaning that hosting, management, maintenance, back-up and security is managed centrally for the Franchisee.

Nettl uses ***w3p crossmedia***. This proven system manages everything within the Nettl realm, both client-facing and back office.

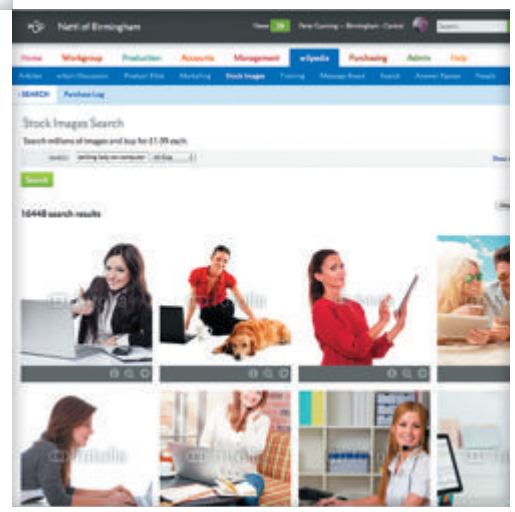
For clients, ***w3p crossmedia*** manages online orders, takes care of client billing (important for the monthly hosting fees), facilitates web-to-print and allows them to sign in to a portal that allows project collaboration.

In the back office, ***w3p crossmedia*** manages everything that goes on in your studio. The daily workload, processing of print orders, project pricing and management, together with KPI reports.

The ***w3p crossmedia*** back office also makes the execution of online projects (***Nettl :one***, ***:connect*** & ***:commerce***) simpler. It does this by streamlining the steps between choosing themes, design, development, final deployment and hosting of the website.



w3p crossmedia



Your Nettl studio

Start small, invest less, grow
big and reap the rewards

Start with a Nettl Growbag

We advocate that Franchisees start their businesses at a local serviced office (like a Regus). This approach reduces your overall capital investment at the outset. Clearly this reduces your risk.

The first year of your Nettl is all about establishing a client base, generating revenue and becoming cash positive. The Nettl Growbag approach reduces the break-even point and time frame within which this can be achieved.

Full Nettl Studio – your permanent home with brand prominence

Once up and running, the Nettl Franchisee should up roots and relocate to a secondary retail location, or to prominent office space.

Prominence is the operative word. This means that the Nettl brand can be seen externally by passers-by, anchoring your Nettl Franchise in the local business community.

Relocating your Nettl studio should take place during the second year of operating your Nettl Franchise. By this stage you should have a portfolio of clients and positive underlying cash flow, together with recurring income stream from website hosting and website concierge services.

Want to stay in your Growbag? That's fine but the exclusive rights for your location may not be conferred.

Hosting, concierge and recurring revenue

Building sticky, profitable client relationships

Every ***Nettl :one*** website, ***Nettl :connect*** application or ***Nettl :commerce*** web shop needs hosting.

Clients pay for monthly hosting in the range of £15 to £45 depending on the solution delivered. The fee is determined by the amount of traffic or transactions that take place on the website or web shop, together with the processing power the application needs. This is where the Franchisee builds 'sticky' relationships with clients and ongoing recurring monthly Franchise income.

Nettl :concierge [CARE

Today a website is critical to most businesses and the first port of call for new clients considering their products and services.

That's why we advocate our ***Nettl :concierge*** service. More than basic hosting, it's a commitment between the Nettl Franchisee and their client to keep updating and maintaining their website with new ideas and initiatives. Keeping their website fresh, up-to-date and making sure it works as hard for the client as it can. Nettl Franchisees charge an enhanced monthly retainer for the ***Nettl :concierge*** Service from around £99 to £299.

Nettl :concierge [OPTIMISER

All Nettl websites have the right structural elements to facilitate Search Engine Optimisation (SEO). As part of ***Nettl :concierge***, clients may want you to update their site with new content on a regular basis. Fresh and relevant copy, written for humans is the foundation for getting the client's site ranked with search engines.

Some Nettl clients want more in terms of SEO activity. Likewise, clients may need help managing Google Adwords or pay-per-click advertising campaigns. You may want to outsource this at the outset and bring this activity in-house as your business grows, or you may have the expertise in-house.

Nettl :concierge [MENTOR

The solution you deliver will probably include a back office or admin area. Clients may want to self-learn this, or you might offer one-to-one or group coaching as part of the ***Nettl :concierge*** service.

You'll hook their site up to Google Analytics – providing monthly or quarterly analysis of the results and suggesting upgrades is all part of the ***Nettl :concierge*** value-added service.

Nettl training and support

To get you going and to keep you growing

Nettl have training centres in London, Birmingham and Manchester

Becoming a Nettl Franchisee will involve classroom training together with a period of training in the Nettl studio environment. In addition you'll follow a home study course covering technology basics, supported by regular webinars and you'll be assigned a dedicated mentor.

Training covers everything from preparation of design for print through to the creation of websites themselves. You'll learn all operational practices including the very important sales and marketing functions.

At the heart of the printing.com mantra was the belief that all Franchisees should have a minimum level of technical expertise using Adobe Photoshop and InDesign. This mantra continues with Nettl. As a Franchisee, first and foremost your role is to go out and secure new business, but understanding the essential technology is part and parcel of doing it well – and doing it efficiently.

All things web are fast changing. That means that ongoing training is a must. Online training webinars are an important part of Nettl life.

Your Nettl support is provided by an experienced Business Development Manager. They will be someone who has run and managed a studio, and have augmented their skills with all things online.

Marketing

We practice what we preach

Nettl marketing is a mixture of online and offline tools, designed to get the introduction and make the sale

The Nettl Brand

The ethos of the Nettl brand is 'tech cool'. Nettl is confident, savvy, ingenious, quirky and just a little bit left field.

Beautiful design is important to Nettl. If we turn out client solutions that don't look good then people may get to hear about us for the wrong reasons – ouch. Slick online media that works for the client is central to our philosophy.

Printing can be cool and glamorous – it's an important media that has a symbiotic relationship with the online world.

That's what we believe in at Nettl – what do you think?

Local Marketing Collateral – online and offline

Offline elements include general and sector-specific mailers which help you introduce the Nettl brand and your studio to local businesses. Because of Nettl's national reach we can pick out specific vertical markets like restaurants, cafés and hairdressers and produce sector-specific communication that precisely addresses the needs of that industry.

Local online collateral backs this up with general and sector-specific email content that enables the Nettl Franchisee to precisely address the needs of prospective clients.

That's how we start a conversation with our prospective clients and that's how we introduce them to the world of Nettl.

Nettl National Marketing

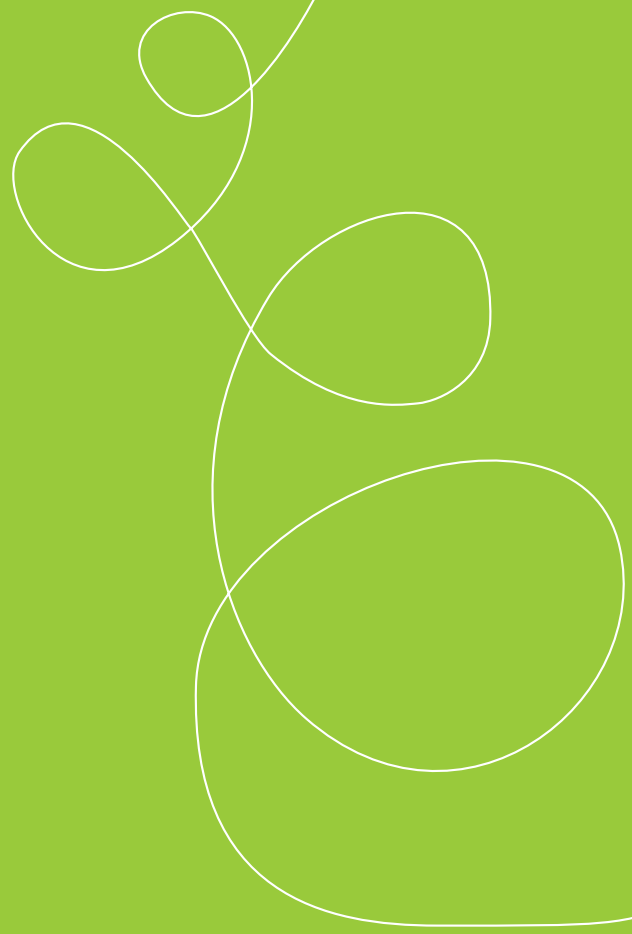
Nettl Franchisees contribute 5% of their sales to the marketing fund (see page 30). The marketing fund is transparent and Nettl is accountable to its Franchisees for how it is spent. Nettl Franchisees have a say in the use of the marketing fund via Nettl Franchisee Committee representation.

The marketing fund will be used to position the Nettl brand as the UK's best known network for all things web and print.

The 5% marketing contribution will not be charged until the Nettl network reaches 50 outlets. We anticipate this milestone being reached Q2/Q3 2015.

The Nettl roadmap

Today



My nettl Franchise

Nettl launch

Nettl launched September 2014. This saw three printing.com studios in Manchester, Birmingham and London switch to the new Nettl format. Dublin followed suit October 2014.

printing.com to Nettl conversion

Existing printing.com franchisees who share the Nettl vision will have the option to convert to Nettl before April 2015. This means the Nettl location you are interested in may not be available, or may be reserved by the existing printing.com franchisee, until April 2015. You may need a degree of flexibility about your chosen location.

So you want to start a Nettl?

Come and spend time at a Nettl. We invite you to London, Birmingham, Manchester or Dublin to see the Nettl process in action. See what we do, how it works and the positive client reaction to the Nettl innovative offering. That's free and without commitment. We also serve coffee straight from the bean and speciality teas too. It's the little details that add up.

The starting point: The Option

So. You've done the research, you've spent time at a Nettl and you've got comfortable with the Nettl team. It's time to take the plunge, to bite the bullet and make the leap of faith. That involves taking out an option over the agreed territory and paying a fee of £6,000 +VAT.

All things Nettl then spring into action. We start to train you in the Nettl ways; Adobe InDesign, Photoshop and a multiplicity of online applications. Don't worry, we're good at this. We have our own training facilities and provided you have the dexterity, we can make it happen.

In tandem, we will start planning your launch and tailoring a business plan. This will consider any additional funding you may require. Excluding the Franchisee's drawings over the first few months, the total investment in a Nettl is circa £16k.

Having paid a £6k option, that leaves a balance of £10k. Funding this is usually possible via Nettl arrangements with high street banks or using the Government Start Up Loan Scheme.

Ready to sign

You've probably spent 3-6 months since taking out the option embracing all things Nettl. Your business plan is finalised, funding in place and most importantly, you've got the skills necessary to be a competent Nettl Franchisee. Can we be frank? We will not sign you off and grant the Franchise unless you have attained the necessary standard. In Nettl karate belt terms, that's a yellow belt – the minimum standard required to take on the local business community.

Launch

We advocate that Nettl Franchisees start from serviced offices. Low cost, low risk, and a smart way to get going. Usually this type of serviced office space is readily available. If it's not then we may permit you to work from home, but that will involve going to see clients. We will lend you Nettl accoutrements to give your serviced office a sense and feel of a larger, permanent Nettl studio.

Just prior to launch you will probably have employed your first employee, or Nettl team member, as we prefer to call them. Probably a graphic designer, they will already be familiar with many software applications. However, we will arrange some Nettl power days and webinars to make sure they are also Nettl competent and have a yellow belt at the cusp of the launch.

A permanent home for your Nettl with prominence

To confer the exclusivity for your chosen location, within two years of launch your Nettl needs to move to a permanent home. Either secondary retail, or a prominent office location. The test for this is the visibility of prominent external signage.

Working in this way, not only are the start up costs for your Nettl lower, but you have a longer period to evaluate suitable permanent locations and obtain the best terms possible.

Within two years, your Nettl should be generating a significant positive cash flow. If additional funding is required to make the step to permanent location, then the Nettl corporate planning team will assist you to explore the possibilities.

Nettl – The Business Plan

Fees and Royalties

Marketing Contribution: 5%

Nettl Franchisees pay a Marketing Contribution to a central marketing fund. The central marketing fund is used to promote the Nettl brand nationally. The marketing royalty will not be charged until 50 studios are operating under the Nettl brand.

Technology Contribution: 5%

Nettl Technology Contribution covers the use of the w3p crossmedia system together with ordinary hosting for websites, web shops and the like.

Nettl Brand Royalty: 10%

Nettl Franchisees pay a Brand Royalty of 10%.

Trade print offset

Nettl Royalties together with Marketing and Technology contributions are payable on turnover excluding VAT. Nettl Franchisees may deduct from this figure the value of any bought in print services from Grafenia plc. See right for illustration purposes.

Studio Monthly Sales:	**£17,000**
Bought in print services:	£4,000
Sales minus bought in print services from Grafenia - '**Adjusted Sales**':	**£13,000**
Technology Contribution (5% of Adjusted Sales):	£650
Marketing Contribution (5% of Adjusted Sales):	£650
Brand Royalty (10% of Adjusted Sales):	£1,300
Total payable to Grafenia plc:	£2,600

Nettl provides the brand, know-how and technology to be the 'go to' place in your business community for online and offline solutions.

But only you can make it happen for your Nettl. Only you can drive the sales, impress your clients and, put in simple entrepreneurial parlance, 'make it happen'.

The illustrative projections below reflect everything we've learnt along the printing.com journey coupled with the new opportunities opened up via Nettl's innovative technology.

The net profit figure below (it's important we 'doubly underline' this), excludes owner drawings.

Before any franchise agreements 'get signed' or even get put in front of you, we'll make sure that you understand the basis of these illustrative projections and how many websites per month you need to sell.

Illustrative projection

*Net profit before owner's drawings and tax

Year 1

The starting gun for the Nettl race is fired and you hit the ground running from your serviced office. During the first quarter it's likely you'll make a loss, so you need to consider how you'll get by during this business building stage. As websites are sold, print orders placed and recurring revenue is built, your Nettl moves into profit.

Year 2

Your Nettl moves forwards and 'puts on weight'. The illustrative projections assume you remain in serviced offices during this period, keeping the overheads tight, advancing profit and providing the platform for the jump up to secondary retail or other suitable permanent premises.

Year 3

You've made the move to higher profile premises and your cost base has of course increased to reflect this. Profits drop a little at the beginning of this stage, but that's business – you need to invest to move things forward to the next level.

Years 4 to 10

It's your Nettl to go off and cement your place in the local business community. We will keep innovating, developing fast paths and other ideas to keep the Nettl offering at the forefront of the marketplace.

nettl.com

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