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businessspotlight

CREATIVE COLORS INTERNATIONAL — MOKENA

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Web site and/or e-mail: www.creativecolorsintl.com

Length of time in business: Since 1991 — 15 years

Owner(s): Terri L Sniogolski, Mark J. Bollman, Kelli A. Bollman and Gary L. Foster

What is your specialty?: Creative Colors International, Inc. is the leading national franchise company offering on-site repair and restoration of leather, fabric, vinyl, plastics and carpet for the automotive and furniture industries. CCI fills the need for restoration and repair of materials in nearly every business category from local dentist offices and restaurants to casinos and furniture stores.

Nationwide, CCI made a name for itself in the automotive industry having worked with several dealerships including Ford, GM, Chrysler and Lexus, as well as car rental companies including Avis, Budget and Hertz.

Today, more than 62 Creative Colors International franchises operate throughout the United States and Canada, with more than 150 mobile units in operation.

Tell us more: Recently, CCI moved from a 2,500-square-foot office to a 10,000-square-foot facility, allowing the company to accommodate its growing infrastructure and strengthen its franchisee training, technological developments as well as ongoing support capabilities.

CCI's new facility has an entire floor dedicated to a new state-of-the-art technician training center with eight centralized workstations in a classroom setup. The facility has better ventilation for spray applications and allows more space to hold full size parts of cars and furniture to enable practical training. The company also recently hired four new corporate employees including a field support manager, field operations manager, sales manager and an assistant trainer with plans to add additional staff in the near future.

Plans: Along with the recent expansion of its corporate headquarters, CCI plans to open an additional 25 franchise locations during 2006, reaching over 200 locations by 2010. It also expanded its operations internationally and added a location to



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Staff members of Creative Colors International.

serve the market in Puerto Rico.

The company plans to roll out new programs to better serve the needs of the industry including a leather protection program, a fabric protection program, a certified new car warranty program, as well as a certified used car warranty program covering the restoration of interior automobile furnishing.

Tell us something interesting: Creative Colors International, Inc. came into existence in July 1991 through its affiliate J & J's Creative Colors, Inc.

J & J's Creative Colors has been in business since 1980 providing their markets the services of dyeing, repairing and restoring leather, fabric and vinyl, plastics and fiberglass. Currently there are 18 mobile units in operation serving the Chicagoland area and surrounding suburbs. The markets currently being serviced include: Auto markets (car dealers — new, used, parts and service departments), auctions, body shops, rental cars, insurance markets, airline industry and the furniture industry. There are many other markets that have remained untouched and will be the focus of J & J's expansion in the years ahead. These markets include restaurants, hotels, motels, government facilities and hospitals.

As growth continued throughout the years and additional mobile units were added, customer demands and continued growth spurred the necessity for a much larger expansion program. Franchising was selected because of the closeness of franchisees as team members. The ongoing support, training at headquarters, training in a franchise territory, along with con-

tinued research in products and techniques, provided the base needed to duplicate J & J's success. This allowed tremendous opportunities for other franchisees to build solid futures in a successful business.

Anything else?: Creative Colors International, Inc. is a company where a family atmosphere is instilled in each franchise. We portray our family-style business to our franchisees so they will use these values in growing their own business. Quality and service is the future of our industry and we strive continually for both at CCI.

All franchises have an exclusive territory containing all markets for continued growth. Each franchise develops their territory by adding mobile units to provide services. The continued growth is built through name recognition, quality and service. Through their own motivation and desires, a rewarding business is built for themselves and their families.

Our concern for the individual extends to our customers, too. We may know that we are better than our competition, but we are really no better than the treatment we give our customers.