



FRESHBINS FRANCHISE

2025

WHAT WE OFFER

- **Family Run Business**

As a small family business, we pride ourselves on our ethical and trustworthy approach to business, it is why we have such a loyal customer base

- **Proven Business Model**

Our proven, profitable model meets the strong demand for recurring services, ensuring high customer retention and resilience through reliable backups. This model is presented within an easy to use operations manual, to help you implement our model for success.

- **Strong Brand (20+ years in business)**

With an established brand, efficient operations, and a scalable system, it offers franchisees a reliable and rewarding opportunity to gain new customers faster

- **Profitable**

A highly profitable model, benefiting from repeat customers, high retention of long term customers and strong demand for new customers. With excellent margins and a scalable structure, it provides franchisees with a lucrative opportunity, with an aim on long-term success

- **Scalable**

Customers require regular cleaning (weekly, biweekly, or monthly), ensuring consistent revenue.

The cleaning process, equipment setup, and customer management can be standardised and duplicated for new locations.

With minimal fixed costs and the ability to add more vehicles, employees, or franchise locations, scaling up is straightforward.

Increasing awareness of hygiene, regulations, and eco-friendly cleaning supports sustainable business growth

- **Operational System**

With a lack of industry-specific routing and scheduling software, our experienced office team—specialising in system design and development with over 15 years of combined expertise—is actively customising a solution tailored for bin cleaning businesses, ensuring usability for both technical and non-technical users.

- **Market Design**

Growing Market Demand – Increasing awareness of hygiene, regulations, and eco-friendly cleaning supports sustainable business growth. With an increase in global warming and thus hotter days, simply put, the demand for our services is increasing

- **Ongoing Support**

Machine knowledge, customer retention and management, supporting you with the fulfilment of customer cleans, technical system development and support, marketing strategies, licenses, premises, financial recommendations, staff training etc.

- **Website**

A website for your customers to find out more information, including a customer portal for them to check their cleaning schedule with analysis of website interaction. Franchisee will benefit from the current website SEO at no additional cost

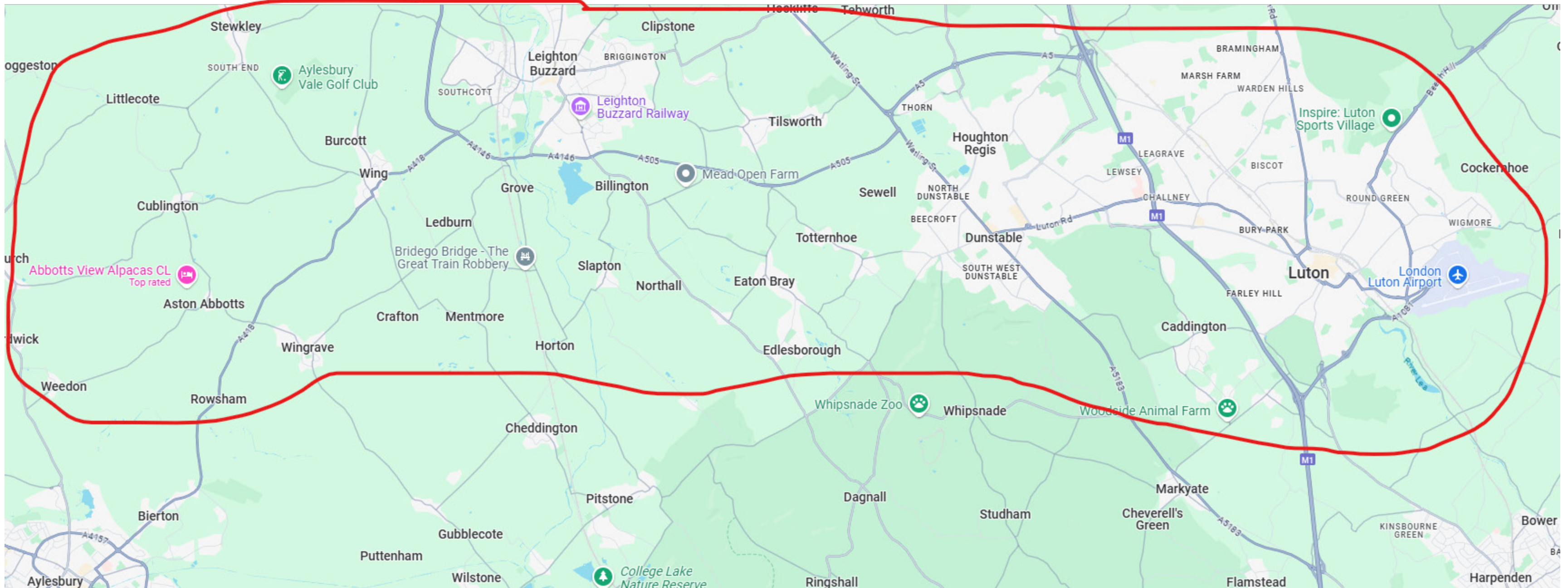
- **Territory**

A sizeable area that is assigned to you as a Freshbins franchisee. This is negotiable and not restrictive to customer types (residential/commercial) or total amount (unlimited customers within the boundary). Freshbins will guarantee not to allow other franchisee's of the business into your territory.

TERRITORIES

Possible territories available...

Luton
Dunstable
Leighton Buzzard

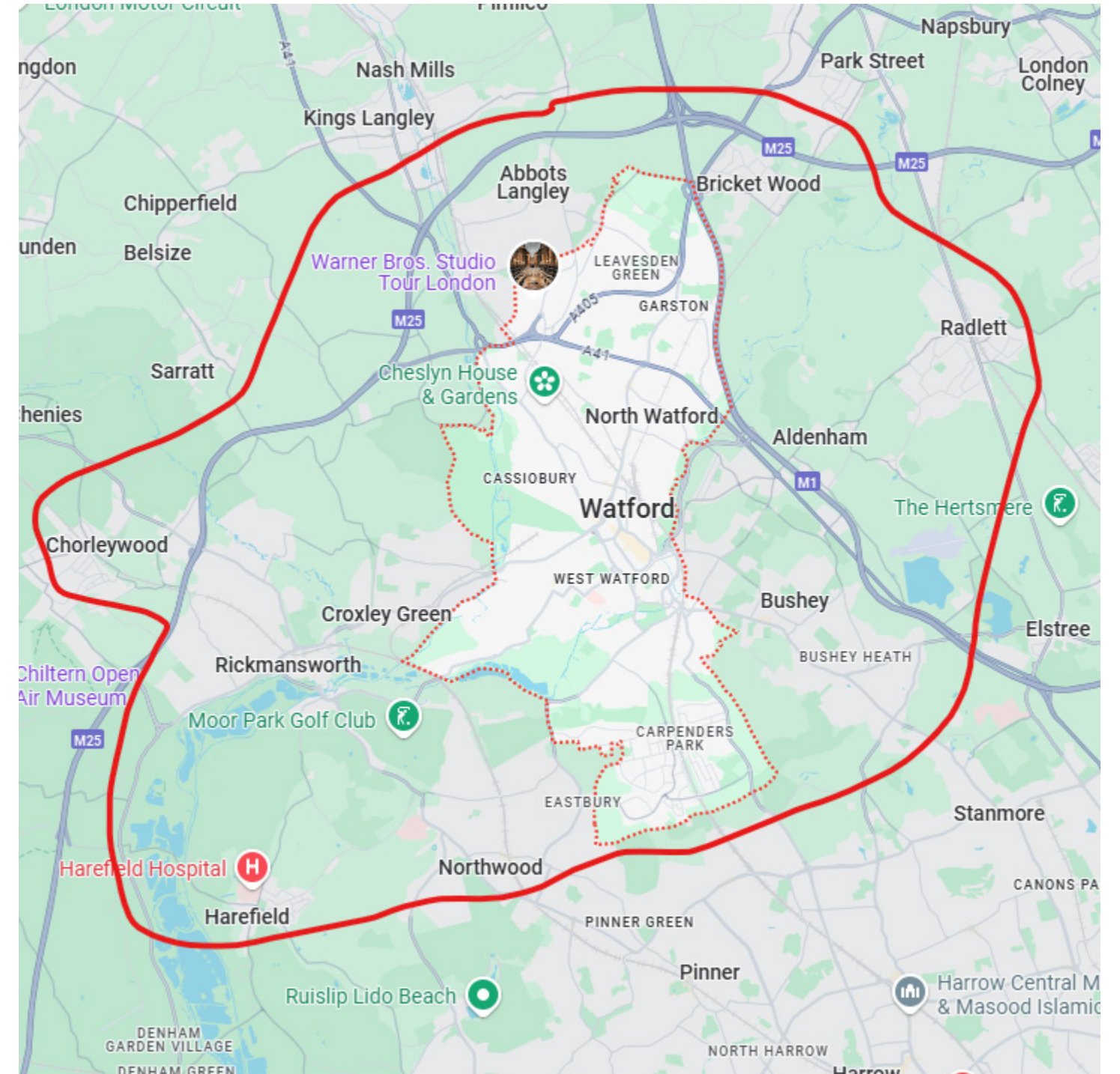
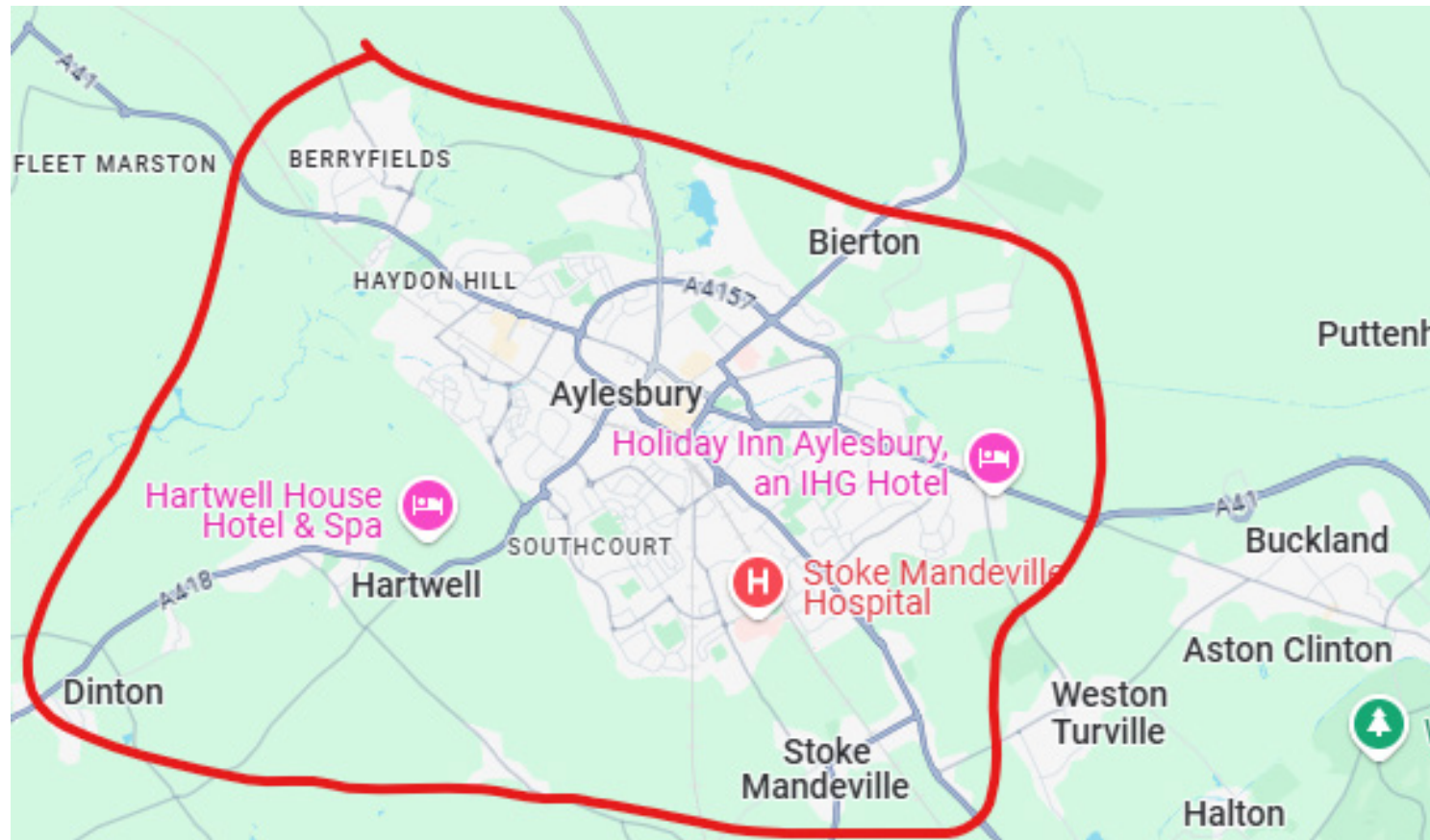


TERRITORIES

Aylesbury

Watford

Rickmansworth



ROYALTY FEE

The royalty fee is typically based on a percentage of the franchisee's gross revenue. This helps the franchisor earn a share of the franchisee's success and incentivises them to provide ongoing support, marketing, and resources.

Based on monthly income

Less than £5k gross = 10%

£250 minimum

Between £5k - £7.5k gross = 8%

£400pm minimum

Equal and over £7.5k gross = 6%

£450pm minimum



When a franchisee moves into the next level of income, the percentage is based on the income as a whole, for example if income is £7000, 8% will be applied to the whole income, not 10% on the £5000 and 8% on anything above

MANAGEMENT FEE

A management fee is a fixed monthly charge that covers the franchisor's ongoing administrative, operational, and support services. It provides assurance to the franchisee that they will receive the essential support they need.

Fixed – 18 months

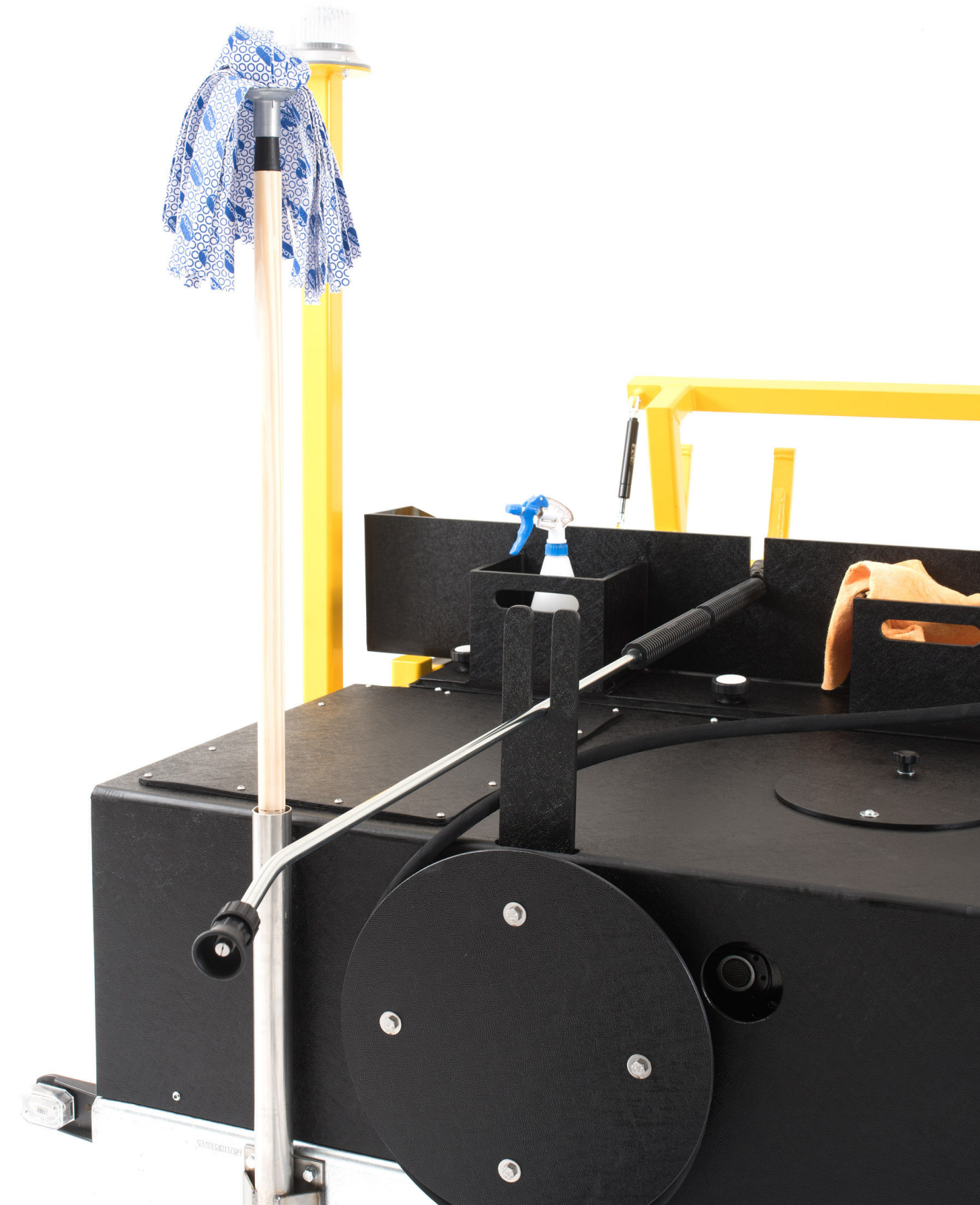
This price is fixed for 18 months and is not subject to change

**£215pm – Essential business support,
including technical (IT and machinery)**

Flexi

This price is flexible and is subject to change at any point

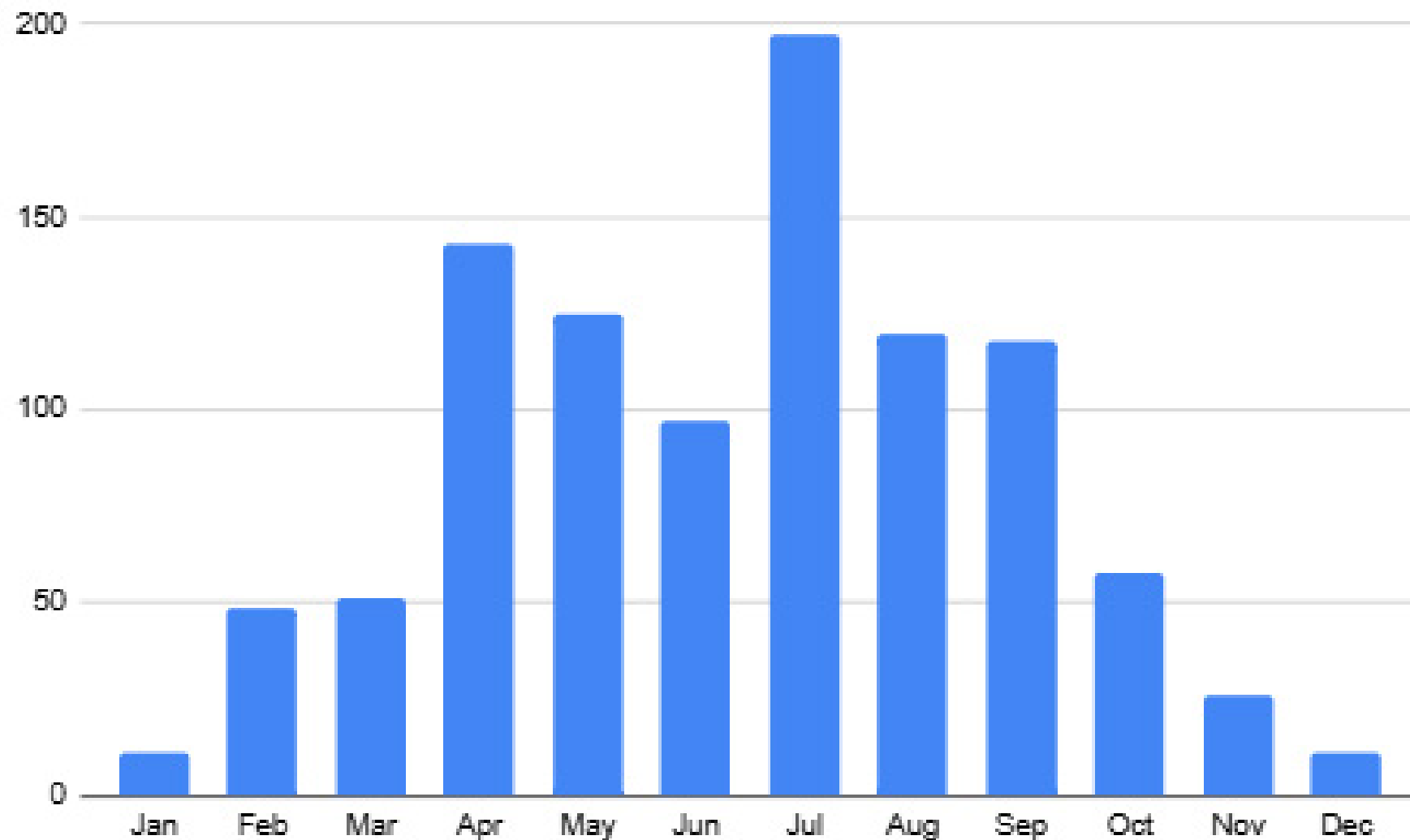
**£235pm – Essential business support,
including technical (IT and machinery)**



FINANCIAL PROJECTIONS

Based on 2024

1006 New Customers = Approx. £8k-£9k pm



Based on a single operative

Residential

Cost Per Clean	Cleans Per Day	Daily income	Monthly income <small>(based on 5 day working week)</small>	Annual income
£5.00	100	£500.00	£10,000	£120,000
£6.00	100	£600.00	£12,000	£144,000
£7.00	100	£700.00	£14,000	£168,000
£8.00	100	£800.00	£16,000	£192,000

Commercial

Bin Size	4-weekly Regular cleaning	One-Off Cleaning
120 -240 litres	£8.50- 13.50	£13.50 - £19.50
360 litres	£10.00 - £15.00	£15.00 - £20.00
660 litres	£12.00 - £25.00	£22.50 - £27.50
1,100 litres	£15.00 - £45.00	£27.50 - £47.50

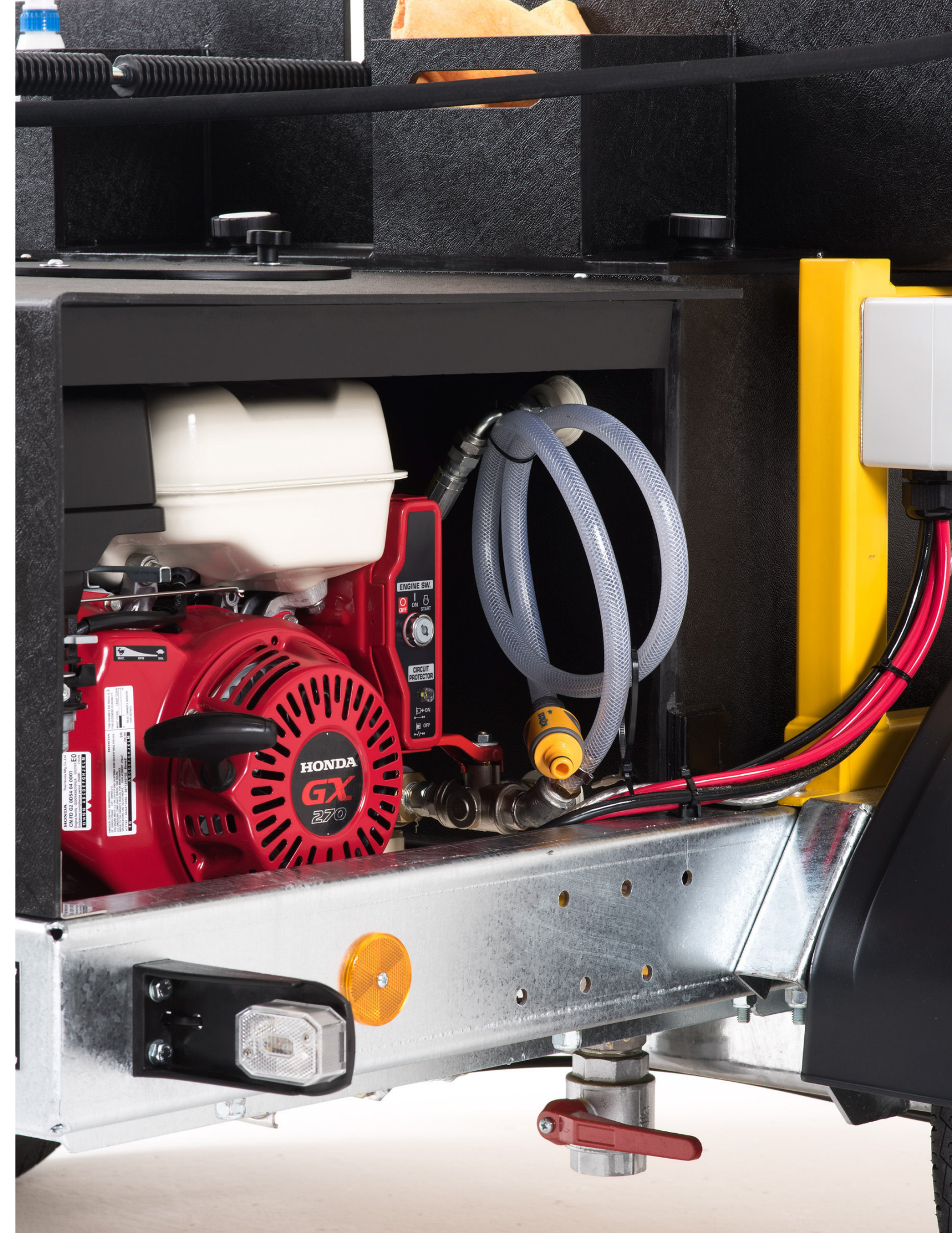
MACHINERY

Reduction of trailer costs

Easy Clean Ultra = ~~£15,995~~ £13,995

Trailer will be ordered, organised, collected and delivered locally

A full troubleshooting guide, with videos will be provided, with a list of local suppliers



BUSINESS OPERATIONS

On completion of a franchising contract, we will supply a guide on how to run and grow your business successfully.

Recommended training for staff, along with branding and marketing suggestions for growth will be included.



Machines

- Troubleshooting guide
- Guidance videos
- Potential for 'on the road' support

Backups

- Potential to cover unfulfilled customers
- Spare to loan (*not guaranteed*)

System

- Installed and continuously developed system
- Technical support

ONGOING SUPPORT

Staff Training

- Ongoing recommendations for staff training

Premises

- Potential to use premises
- Guidance on what is required for a new premise

Marketing

- Social media guidance
- Marketing campaign guidance

INITIAL INVESTMENT

Estimated: £17,630

PRICE (excluding VAT)	PRODUCT
£13,995	Trailer
£500 - £1000	Customer management system
£50 - £100	1 month of cleaning
£60	Vehicle signage
£2750	15,000 tags and cable ties

Potential additional expenses to consider

PRICE	PRODUCT
TBC	Business insurance
TBC	Licenses (disposal of waste water, standpipe)
TBC	Public liability insurance
TBC	Premises
TBC	Routing application
TBC	Tow Vehicle
TBC	Tow Vehicle Insurance

Why Freshbins?

- 20+ years of industry experience.
- Trustworthy family run business
- Machines and systems designed and tested by professionals who actively use them.
- High specification build quality
- Easily handle all your residential and commercial needs.
- Comprehensive Troubleshooting Guide for easy maintenance.
 - 1-Year Warranty for New Machines, and 30-Day Warranty for Used Machines.
- Unique geographically assigned areas.
- Continuous business support and advice.
 - Supported scalable business model