

THE FRESSSH GUIDE TO

BRAND IMAGE MAINTENANCE



McDonald's



FRESHSH[™]
IMAGE



**YOUR BRAND IS SO MUCH MORE THAN
THE GOLDEN ARCHES - IT IS THE ENTIRE
EXPERIENCE YOUR CUSTOMERS ENJOY
WHEN THEY VISIT YOU.**



***From friendliness to food, seating to service,
your brand image is vital to your success.***

Here at Fresssh Image, we understand how crucial that brand image is and we're here to ensure the interior of your restaurant never looks worn or damaged - so the McDonald's restaurant brand image reputation remains intact.

YOU KNOW THE SCORE

YOU'VE UPGRADED THE INTERIOR. YOUR CUSTOMERS FEEL SAFE, COMFORTABLE AND RELAXED. THEY LINGER, SPEND MORE, AND RECOMMEND YOU TO THEIR FRIENDS.

But slowly a rip appears, seats become worn and edges are frayed. It's no longer as safe, comfortable, or appealing to your customers. They spend less time with you. They spend less money. They certainly don't recommend you.

If you don't do anything about it, your brand and your bottom line are both damaged.

So, what do you do?

YOU CONTACT FRESSSH IMAGE OF COURSE!

As official accredited suppliers we have over 12 years' experience of working with McDonald's restaurants & their EOF reimage contractors. We like to think of ourselves as part of the team, and we're here to stop this damage happening. From reupholstery to replacement tiles, seats & floor fixings we keep your interior fresh, inviting and safe for everyone.

HOW ARE WE DIFFERENT?

We get things done quickly, quietly and without a fuss – we value & encourage our customer relationships – we understand how the **McDonald's System** works.

SPEED

We understand how vital a fast turnaround can be. We work off-site to swap out damaged units with a 5-day** upholstery turnaround from point of order. We also have access to official floor plans to develop 'your furniture floor plans' to speed up the process whilst saving you money at the same time.

SAFETY & BUSINESS RISK

Rips, cracks and tears can quickly become health and safety nightmares. We **never** put 'covers over covers' – we **always** repair damaged inners. Our rapid response and simplified ordering process means you're not at risk – whether it be brand loyalty, VIP visits or your annual BSV.

SERVICE

Our pricing is highly competitive. We use restaurant floor plans and design-specified colours and materials to ensure an efficient and cost-effective service to you.

SUPPORT

We work with you to ensure the least possible disruption to your venue. Fitting in and fitting out should go hand in hand: your venue and service are always our priority. We care about our customer relationship with you.

OPPORTUNITY PRICING

We offer significant discounts to restaurant groups. By using Fresssh Image for all your interior repair and maintenance needs you will benefit from a caring supplier relationship that provides you with huge savings. Take a look at our pricing:

LIST PRICE

STANDARD BENCH SEATS	£ 100.00
STANDARD BENCH BACKS	£ 110.00
WOOD & STONE DESIGN BENCH SEATS	£ 143.00
WOOD & STONE DESIGN BENCH BACKS	£ 72.00
PEDESTALS	£ 90.00
STOOLS	£ 65.00
U BENCHES	£ 190.00 - 230.00

AVAILABLE DISCOUNTS

SINGLE RESTAURANT	15% OFF THE STANDARD PRICE
COMPLETE RESTAURANT GROUPS	30% OR MORE OFF THE STANDARD PRICE

Vinyl surcharge where McDonald's manufacturer discount is not available.

MAINTENANCE MADE EASY

Plus, you can take advantage of our simple maintenance process. From the moment you notice the damage, this is all you have to do:

- 1 MAKE A NOTE OF THE SEATING NUMBERS FROM YOUR FLOOR PLAN AND SPECIFY WHETHER IT'S A BACK OR SEAT *
- 2 SEND AN EMAIL TO FRESSSH IMAGE
- 3 YOUR REPAIRS OR REPLACEMENTS WILL BE WITH YOU IN 5 DAYS **
- 4 RELAX!

* Floor plan survey on first visit

** 5 working days turnaround from point of order, assuming vinyl availability



CHECK US OUT WWW.FRESSSHIMAGE.CO.UK

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TWEET US [@FRESSSHIMAGE](https://twitter.com/FRESSSHIMAGE)

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