



Franchise Expo South Press Kit

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About Big Frog Custom T-Shirts & More

Launched in 2008, Big Frog Custom T-Shirts & More® is a franchise concept specializing in custom decorated apparel with over 65 locations nationwide. Big Frog looks to become the world leader in the \$50 billion garment decorating industry. Each individually-owned shop uses unique environmentally-friendly technology that brings imagination to life with endless design opportunities on T-shirts, sports shirts, tank tops, sweatshirts, hoodies, bandanas, onesies, dog clothes, jackets, mouse pads, sports gear, tote bags and more. For more information about Big Frog Custom T-Shirts & More and franchising opportunities visit www.bigfrogfranchise.com.

Fact Sheet

Big Frog Custom T-Shirts & More Facts:

- Brand Key Messages:
 - Big Frog Custom T-Shirts & More is a locally-owned, high technology garment decorating retail franchise where customers have the freedom to design their own apparel.
 - At Big Frog, **fun is celebrated every day**, from the customers to the employees and the franchise owners.
 - The stores are themed to be a cross between George of the Jungle and George Jetson.
 - Big Frog combines creativity with cutting-edge technology and provides a personalized service across the country.
 - Big Frog isn't just a business, it's a lifestyle, with recommended store hours Monday through Friday 9 AM to 6 PM and Saturday from 9 to 1.
 - It's not about customer service; it's about creating an amazing customer experience and making each customer a FAN!
 - Big Frog's Direct to Garment (DTG) printing bonds the dye to the fabric's molecules, allowing products to be washed in both hot and cold water with color-safe bleach without risking damage or crack and peeling of the image.
 - The printing uses "green" technology (think inkjet printer on steroids – instead of using paper, it uses T-shirts).
 - Big Frog lets customers order with no minimum quantity, no design or setup charges, and delivers within a 24-hour period -- no kidding!

- Franchise Opportunity:
 - Big Frog is one of the fastest growing, most award-winning franchises available today.
 - Big Frog's goal is to become the world leader in the garment decorating industry as garment decorating consultants.
 - The garment decorating industry is a \$50 billion industry, and Big Frog has little to no local competition. Big Frog is also positioned very well vs. online competitors.
 - Big Frog is a fun business that is easy to learn and operate, and offers owners a terrific lifestyle working daylight hours only 5 ½ days a week.
 - This is not a remote franchise opportunity -- franchisees must be able and willing to be active in their communities.
 - Big Frog first franchised in 2008 and added 9 more stores by 2009. In 2010, it added another 9 stores, and another 20 stores in 2011.
 - Over the past 5 years, Big Frog's Average Unit Volume has grown by over 217%.
 - Big Frog currently has more than 65 locations open in 23 states, with more in process.
 - Big Frog aims to grow to 300 stores within the next five years.
 - The retailer is on track to have 75 stores operating by year's end.



Big Frog Custom T-Shirts & More® Leaps into Third Quarter with Booming Success

High-Tech Garment Decorating Franchise Reports Record Breaking System-wide Growth in First Half of 2016

DUNEDIN, Fla – Big Frog Custom T-Shirts & More®, a locally-owned, high-technology garment decorating franchise where customers have the freedom to design their own apparel, saw record numbers of success closing out the first half of 2016 with system-wide sales over \$10.3 million, a 20.8 percent increase compared to the first half of last year.

In addition to year-over-year revenue growth, Big Frog's first half summary report showed a record in every category including average store sales and pieces sold, with an increase in unit economic growth by 57.5 percent in the first half over the past six years. Building upon a solid base foundation, the company continues to grow the system in gross revenue, unit economics and profits. This upward trend has been consistent since Big Frog first began franchising in 2008, keeping Big Frog one of the top franchise opportunities in the market for 2016.

With trends looking extremely positive for the remainder of the year and having already added four locations in Q1 alone, the company plans to continue expansion with a total of 15 new franchise locations by end of 2016 and another 25 in 2017. Currently, the company has more than 65 store locations open across the United States and company executives see substantial growth in the Southwest and Northeast regions of the country for franchise expansion, including Arizona, Nevada, Texas, New York, New Jersey, Massachusetts and Florida.

"We've spent nearly a decade positioning the franchise and growing the brand based on quality garments and pristine customer service," said Dr. Tina Bacon-DeFrece, president of Big Frog. "As we continue experiencing aggressive growth, we are consistently aiming to set the standard in the garment decorating market with our immaculate products, cutting-edge technologies and our great appreciation for our wonderful customers."

In addition to setting franchise records in annual revenue and sales, Big Frog increased its national totals in nationwide customers and customers per store. Currently, nearly 80 percent of customers are split between repeat customers and referrals, with nearly 20 percent attributed to walk-ins. Compared to the first half of 2015, the total number of Big Frog customers has increased by 15.3 percent.

Big Frog combines creativity with cutting-edge technology and brings a personalized service to local markets. The unique design technology makes it a fast, individualized and convenient service that leaps beyond competition. The brand's Direct to Garment (DTG) printing bonds the ink to the fabric's molecules, allowing products to be washed in both hot and cold water and with color-safe bleach without risking damage of fading, cracking or peeling to the image.

As the \$50 billion garment decorating industry continues to grow, Bacon-DeFrece believes that North America will be home to 300 Big Frog stores by 2020.

For more information about the company, to learn about franchise opportunities or to find your local Big Frog, visit www.bigfrog.com.

About Big Frog

Launched in 2008, Big Frog Custom T-Shirts & More® is a franchise concept specializing in custom decorated apparel with more than 65 locations nationwide. Big Frog looks to become the world leader in the \$50 billion garment decorating industry and has received top industry awards including Franchise Business Review's "Top 50" for franchisee satisfaction for the fifth year in a row. Each individually owned shop uses unique technology that brings imagination to life with endless design opportunities on T-shirts, sports shirts, tank tops, sweatshirts, hoodies, bandanas, onesies, dog clothes, jackets, mouse pads, sports gear, tote bags and more. For more information about Big Frog Custom T-Shirts & More and franchising opportunities visit www.bigfrog.com.

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FOR IMMEDIATE RELEASE

Big Frog Custom T-Shirts & More® Names New President

Dr. Tina Bacon-DeFrece Appointed President of Big Frog Franchise Group

Dunedin, Fla. – [Big Frog Custom T-Shirts & More®](#), a locally-owned, high-technology garment decorating franchise where customers have the freedom to design their own apparel, has announced the appointment of Dr. Tina Bacon-DeFrece from executive vice president to president of the Big Frog Franchise Group by Big Frog co-founder and CEO, Leeward Bean.

The announcement was issued by Bean during his “State of the FROG Address” at the 2016 annual FROG-A-Thon (franchise convention), laying the groundwork for continued company double digit growth. Big Frog experienced a growth rate of 31 percent in 2015 over 2014, and increased system-side sales by more than \$9 million in the past 24 months.

Currently responsible for strategic planning and tactical development for all aspects of the Big Frog brand, Dr. Bacon-DeFrece will now oversee all operations, marketing, franchise relations, administration, finance and accounting. Bean will maintain his position as CEO, focusing his attention on strategic planning and direction, franchise development, information technology and strategic alliances.

“I have worked with Tina for nearly 20 years and quickly realized her keen sense for business and true understanding of the fundamentals of what it takes to build one successfully.” said Bean. “At age 67, it is time for me to look for a successor, and I am extremely confident that she will excel as much in this position as she has in all others to date.”

With a bachelor’s degree and Ph.D. in Chemical Engineering from the University of South Florida, Dr. Bacon-DeFrece was a research director for a multimillion dollar scientific instrument company prior to helping develop the Big Frog brand, working with Bean at Ocean Optics, Inc. Her scientific background brings a fresh perspective to the “science of business.”

“I am thrilled to accept this position from a dear friend and colleague whom I deeply respect, and look forward to helping grow the Big Frog brand through my new role,” Bacon-DeFrece said. “I love helping people take charge of their own destiny through franchising, and am excited to continue doing so on a bigger scale.”

Big Frog provides its franchisees a fun business that is easy to learn and operate, and offers owners a terrific lifestyle working daylight hours five and a half days a week. The Big Frog brand puts an emphasis on making every environment, from the corporate office to each individual retail location, a fun and exciting place to work – citing the retail locations’ theme as a mix between George of the Jungle and The Jetsons. Big Frog’s main objective is creating a value-added experience for customers, and that starts by creating a value-added experience for the franchisees, Bean said.

Since opening its first franchised location in 2009, Big Frog has grown exponentially. With more than 65 locations open in 22 states and nine locations in different stages of development, the retailer is on track to have 80 stores operating by year's end. With little to no local competition, Bean believes that North America will be home to 300 Big Frog stores by 2020. Franchisees have seen roaring success as well, with the average unit volume growing 217 percent over the last five years.

To learn more about franchising with Big Frog, visit <http://www.bigfrogfranchise.com/>.

About Big Frog

Launched in 2008, Big Frog Custom T-Shirts & More® is a franchise concept specializing in custom decorated apparel with over 65 locations nationwide. Big Frog looks to become the world leader in the \$50 billion garment decorating industry. Each individually-owned shop uses unique technology that brings imagination to life with endless design opportunities on T-shirts, sports shirts, tank tops, sweatshirts, hoodies, bandanas, onesies, dog clothes, jackets, mouse pads, sports gear, tote bags and more. For more information about Big Frog Custom T-Shirts & More, "The Franchise that Fits You to a T", visit www.bigfrog.com.

Owning Your Own Business Means You Can Work Whenever You Want – As Long As It's Every Day.



Image credit: Big Frog Custom T-Shirts Inc. | Facebook



KATE TAYLOR
ENTREPRENEUR STAFF

Staff Writer. Covers franchise-related trends and topics.



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JUNE 30, 2015

Franchise Players is Entrepreneur's Q&A interview column that puts the spotlight on franchisees. If you're a franchisee with advice and tips to share, email ktaylor@entrepreneur.com.

For years, Tim Campbell and his wife Sandi have shared a dream of one day owning their own business. After nearly 30 years of working in corporate America, filled with frequent traveling and moves, the Campbells were ready for jobs that allowed for the flexibility to spend time with friends and family. So, after returning to their home state of Georgia, the couple decided to open a [Big Frog Customer T-Shirts & More](#) franchise. Here's what they have learned.



Wacky, oddball franchises you won't believe exist



Big Frog Custom T-Shirts

Tina Bacon-DeFrece is president of Big Frog Custom T-Shirts and More. The company makes low-quantity custom shirts based on designs made by the customer and a staff artist. Orders are turned around in 24 hours or less.

The company started as just a single shop, but the idea proved popular enough to turn into a franchise. Bacon-DeFrece told CNBC that Big Frog opened nine new stores in 2015 and produced more than 2.5 million T-shirts in that year alone. The company plans to add 20 new franchise locations this year.

"Currently, the company has more than 65 store locations open across the United States, and it eclipsed its 2014 total of \$14.3 million in gross revenue to \$18.7 million in 2015," Bacon-DeFrece said. "Big Frog remains one of the top franchise opportunities in the market for 2016."

Cost to buy: \$39,500

Annual fee: 6% royalties and 1.5% national advertising fund

<http://www.cnbc.com/2016/05/11/wacky-oddball-franchises-you-wont-believe-exist.html?slide=3>

T-SHIRT MAGAZINE



After 27 years in the corporate world, Tim Campbell found himself a 50-year-old worn out executive no longer enjoying what he did. Having lived in four cities and traveling extensively, Tim couldn't even recall the names of the streets in the neighborhoods he lived in anymore. He was tired of traveling up to four days a week and splitting the rest of his time between meetings or commuting, so together with his wife Sandi, he moved back to his hometown of Cumming, Ga. and bought a Big Frog Custom T-Shirts & More franchise in 2013.

Since purchasing the store in 2013, sales have risen more than 80 percent making them at present the number 1 store (out of 65) in the Big Frog franchise system. Just last month their store was awarded Small Business of the Year from the Forsyth County Georgia Chamber of Commerce. Tim shares with us his secret to success and finding happiness.



<http://www.t-shirtmagazineonline.com/tim-campbell-big-frog-interview/>