



Press release: FiltaFry, Emsbüren, 06/03/2019

## **Mobile fryer service continues to grow: Thomas Welp boosts sales and franchise support at FiltaFry**

Over the past few weeks, several new franchise partners began operations with FiltaFry, the mobile full-service fryer management company, including in Düsseldorf, Upper Bavaria, Berlin/Potsdam as well as Frankfurt am Main. Viennese restaurateurs and caterers have also recently been able to have their fryers cleaned and their oil filtered, thus operating more sustainably while saving costs. In Spain and Finland too, the first franchisees have recognised the potential and signed on to FiltaFry.

In order to guarantee franchisees and customers the high standards to which they are accustomed as well as personal support, Thomas Welp is taking on the position of Business Development Manager with immediate effect. Among the 56-year-old sales and marketing specialist's tasks is above all, supporting franchise partners across the country in sales and distribution.

Welp reports to Frank Hartong (40), who now occupies the role of Operations Director at FiltaFry Deutschland. In addition to the German business, his focus is increasingly turning to the establishment and expansion of FiltaFry locations throughout Europe.

"I am thrilled that we were able to recruit Thomas Welp for FiltaFry", says Managing Director Jos van Aalst. "Thomas actually comes from the IT sector and for decades, has been a sales and distribution professional with employee responsibility. With his additional experiences as an entrepreneur, he brings to the table exactly the kind of know-how that we need as a growing franchise company".



Left: Thomas Welp, new Business Development Manager at FiltaFry  
Right: Jos van Aalst, Managing Director, FiltaFry Deutschland

**Download more photos here:** <https://www.FiltaFry.de/presse/pressebilder/>

### **About FiltaFry**

FiltaFry – full-service mobile fryer management – was founded in 1996 in the UK and operates on a franchise basis. Today FiltaFry is established in many countries around the world and since 2015, is also active in Germany with FiltaFry Deutschland GmbH, which since 2018, belongs to the Filta Group. The concept consists of filtering and cleaning cooking oil and on-site fryer cleaning including the removal and professional disposal of waste oil. Upon request, FiltaFry delivers fresh oil and refills the fryers. Furthermore FiltaFry provides additional mobile services: the direct on-site manufacture of refrigerator seals and regular, organic drain cleaning.

Customers include restaurants and snack bars, hotels, caterers, sports venues, leisure parks, and company and university canteens among many others. FiltaFry is a member of the German Franchise Association. In 2017 FiltaFry was awarded the “Sustainability Project 2017” quality seal from the German Council for Sustainable Development and in 2018, the prize for excellence as a start-up from the German Institute for Service Quality.

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