



Press release: FiltaFry, Emsbüren, 19 November 2019

FiltaFry begins cooperation with CRONBANK

The franchise company FiltaFry is now collaborating with the nationwide and centrally-operated CRONBANK AG, a direct bank specialising in associated groups and system head offices as well as their trading and franchise partners. All franchisees of the mobile fryer service in Germany now have the opportunity to obtain their start-up financing or a loan to develop their operations without complicated, months-long appraisal procedures.

Long-term uncertainty is over

“I am delighted about this partnership and that we have found a bank which, apart from attractive interest rates, provides FiltaFry franchisees all over Germany with the advantage of having a contact partner, enabling all our queries to be handled centrally”, says Jos van Aalst, Managing Director of FiltaFry Germany.

“Whereas previously each franchisee had to arrange their own financing at a local bank and was subject to continual checks as well as providing personal information, now only the personal information of the franchisee is required – the details of the franchise system no longer have to be explained.” This vastly accelerates the appraisal process and the decision is made within a much shorter period, creating a bigger advantage for both the franchisor as well as the franchisee.

Before and during the appraisal process, the franchisee receives professional support. For years FiltaFry has relied on Succeed GmbH and Mathias Mundt’s team: “Taking care of our franchisees’ financing needs has always run smoothly: from the joint preparation of the business plan to the successful transaction at the bank. Having a neutral partner inside this process like Mr. Mundt is invaluable”, says van Aalst.

Key visual:



More photos for download: <https://www.filitafry.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. As a supplier, FiltaFry has been recommended with the Green Key eco-label since 2019 and has been distinguished in the same year as one of the three “greenest” franchise companies by the German Franchise Association. FiltaFry is among the companies nominated for the 2020 German Sustainability Award in the SME category.

About CRONBANK

CRONBANK AG is a commercial bank specialising in associated groups and system head offices as well as their trading and franchise partners. CRONBANK supports its customers as a direct or advisory bank with its broad expertise in the areas of corporate finance, financed purchase and account-linked investments as well as sector-specific insurance services.

Their specialised knowledge, coupled with a well-developed, customer-oriented range of products and services, makes CRONBANK a highly proficient financial partner for associated groups and system head offices as well as medium-sized companies, helping them achieve the long-term strengthening of their market position.

About Succeed

Established in 1995, Succeed GmbH is a business management consultancy located in Dieburg. Succeed specializes in the areas of franchising, company succession, crisis management and the construction sector.

The focus of its consultancy in the franchise area is on the nationwide financing of franchisees. Furthermore Succeed supports the development, creation and expansion of franchise systems.

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