

# newsworthy trends

## When The Economy Goes Red, Franchising Goes Green

(NAPSA)—Companies with environmentally friendly business practices aren't just green; they could be seen as evergreen, thriving even when the economy isn't.

In today's tough economy, scores of skilled and educated individuals are finding themselves without jobs. In many cases, these newly laid-off individuals have been in the workforce long enough to have a solid skill set and enough money saved up—or a strong enough credit history—to go into business for themselves. Many will choose franchising.

The franchising sector continues to prove its place in the U.S. economy. According to the International Franchise Association, the franchise sector grew by more than 18 percent from 2001 to 2005. During that time, franchising brought more than 140,000 new businesses and 1.2 million new jobs to the U.S. economy.

Particularly attractive in a slower economy is the likelihood for success franchising offers. The U.S. Department of Commerce assessed the failure rate for franchises as a miniscule 5 percent or less per year, with 86 percent still operating after five years. Estimates of failure for independent businesses indicate that 68 percent do not survive the first five years.

Green franchises are proving to be even more downturn resilient. According to Green Economy, a firm that promotes an environmentally healthy workforce, green businesses have been growing at a rate of about 5 percent annually during the last three years.

One green company currently franchising, ShredStation Express, a paper and electronic media destruction and recycling



**Franchises that help protect the environment continue to thrive, even in a down economy.**

company, has been experiencing dramatic increases in its franchise growth—despite a less-than-stellar economy.

“The green movement gains more momentum each day and we're well positioned to benefit from it,” said ShredStation Express President, Al Villamil. “By definition, we're in the conservation business. Whether it's paper or old computer hard drives, we recycle 100 percent of what we destroy, so that's something our customers and franchise owners alike feel good about.”

A survey conducted by ABC News, The Washington Post and Stanford concluded that 94 percent of people say they're willing to make changes in their lives in order to help the environment, and businesses are positioning themselves to take advantage of this new consumer mind-set.

For more information about green franchises, check the International Franchise Association Web site at [www.franchise.org](http://www.franchise.org). For information on ShredStation Express, visit [www.shredstationfranchise.com](http://www.shredstationfranchise.com).