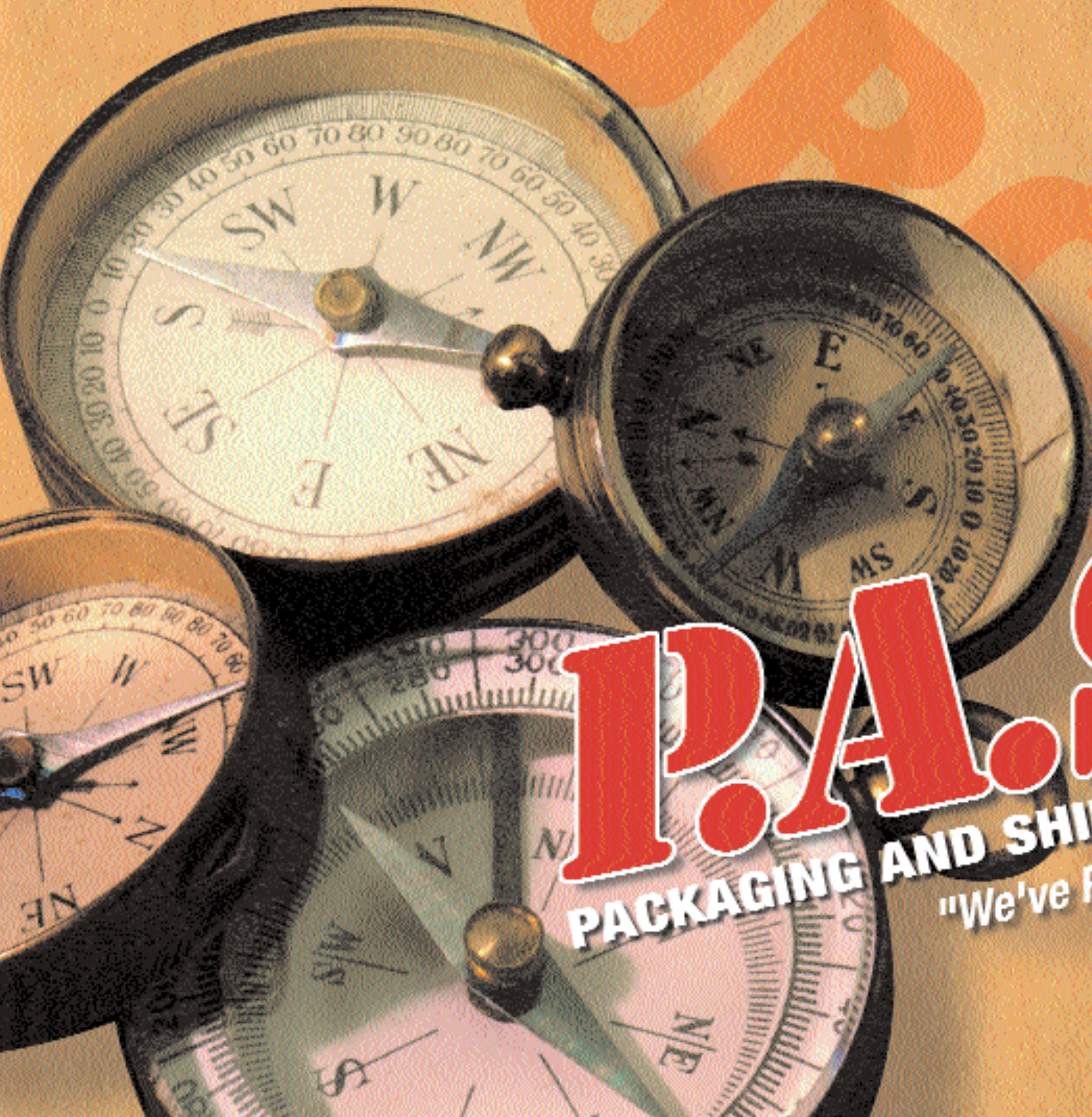


TODAY'S BUSINESS DREAM!



**P.A.S.S.**  
**PACKAGING AND SHIPPING SPECIALISTS**  
"We've Packaged Your Success"

Contact

Morris Shamouni

(310) 901-5611

[morris@generalfranchise.com](mailto:morris@generalfranchise.com)



A man with curly hair, wearing a grey suit jacket, a white shirt, and a dark tie with a colorful floral pattern, is smiling and looking towards the camera. He is positioned on the left side of the advertisement.

**We've Packaged Your Success!**

# **A FIRST CLASS Opportunity**

*Congratulations!*

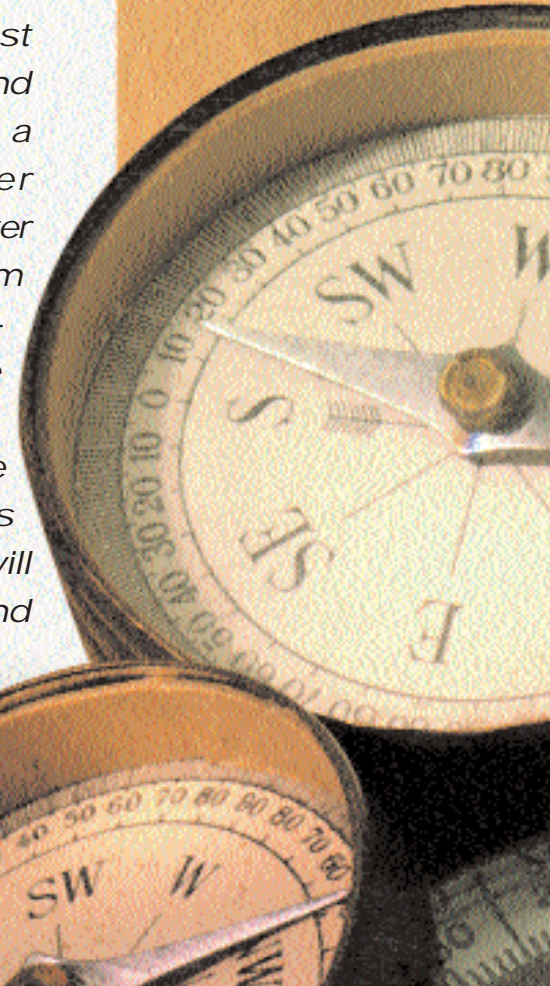
You've just taken the first step toward personal financial independence. The American Dream of owning your own business is certainly within your grasp.

All over the world, literally hundreds of people just like yourself are succeeding with a Packaging And Shipping Specialists Store. P.A.S.S. is a service that offers people greater convenience, greater flexibility and greater choices than they could ever get from the Post Office. The need is tremendous, and it's an idea whose time has truly come.

I invite you to go on an adventure through the pages that follow. It's an experience, I'm sure, that will permanently change your life and your lifestyle.

*Mike Gallagher*

Mike Gallagher





# The **P.A.S.S.** Story



**Mike Gallagher,**  
**President**  
**Wendi Mohl,**  
**Vice President**

*Packaging And Shipping Specialists* was started by Mike Gallagher in 1981 in Hobbs, New Mexico.

With an awareness of the increased scattering of families across the nation, along with the remarkable expansion of mail order companies and the need of consumers to return unwanted merchandise, Mike saw a gap developing between the limited hours, locations and services offered by standard package carriers and the needs of the shipping public. His goal was to meet that growing demand.

In 1985, Mike relocated to Texas, and since that time he and his staff have assisted others in successfully opening hundreds of additional stores. Together, they continue to provide all the training and assistance new owners need in setting up and maintaining each P.A.S.S. business. And they provide total support

operation, pricing, marketing and advertising as well as comprehensive ongoing assistance.

Each store may choose their own name, as they are owned and freely operated by enterprising people from all walks of life.

## **SECRETS OF SUCCESS**

There aren't really any secrets to success in business. The time-proven formula of offering a quality product at a fair price with outstanding service is what will make a P.A.S.S. store work for you.

The advantage of launching your P.A.S.S. store is that the hardest tasks are completed for you: finding a way to fulfill a need; learning how to market that concept; finding the proper suppliers; knowing what to charge; and

*You don't need to spend years and many thousands of dollars learning what works and what doesn't.*

*You can get right to the job of running your own business.*

obtaining the necessary skills. You don't need to spend years and many thousands of dollars learning what works and what doesn't. You can get right to the job of running your own business.

## *Fulfilling A Need*

The only way to succeed in business is to satisfy a need. But identifying the right need is not easy. For some, the market may be too small to lead to profitability. Or there may be obstacles that aren't apparent until it's too late. Your P.A.S.S. store eliminates this concern.

## *Marketing The Concept*

How much advertising is enough? What media works best? What groups should you target? What services do they want? These are the questions we can answer. There's no need to waste money experimenting. We'll help you make informed decisions.



### *Finding The Right Suppliers*

Obtaining quality materials at fair prices is crucial to the success of your business. We offer national discounts from our suppliers. We'll show you where to go, what to buy, and how much you should pay.

### *Obtaining The Skills*

All the preceding points need a properly trained individual to make them work. We'll show you how to integrate your operations into a smoothly functioning system. Before you begin, you'll learn how to make your business run successfully. And afterward, we'll still be there to troubleshoot.

### *WHAT YOU DO*

#### *Packing And Mailing...*

is the core of your business. As simple as this may seem, it's what forms the nucleus of your operation and brings in the majority of your customers.

The shipping public yearns for more complete service and greater convenience than they receive elsewhere. You can provide these advantages. Just like the post office, you supply stamps; but in addition, you provide envelopes, cartons, packaging materials and more. You offer custom/specialty packaging services, enabling the customer to simply bring in the item to be shipped. You do the work for them, and you make money.



**P.A.S.S.**  
PACKAGING AND SHIPPING SPECIALISTS  
"We've Packaged Your Success"



# The **P.A.S.S.** Story

Another element that sets you apart from the post office and much of our competition is the availability of choice among many delivery services rather than just one. They can choose U.S. Mail, UPS, Emery, Airborne, or Federal Express, among others. So, no matter what their shipping or mailing needs, your customers know you are there to do it all.

## *Copying Services...*

are an expanding feature at P.A.S.S. stores. While basic black-and-white copies have been a part of the business for many years, the growing scope of copying technology has made it possible to offer fast, high quality collated copies in multiple or full color, at a reasonable price. Your customers can look to you to answer all types of copy service and photo imaging needs.

## *Fax Service*

When standard delivery, no matter how rapid, is simply not fast enough, your customers can send letters or images instantly by fax. Documents can be sent to other P.A.S.S. stores throughout the nation, where they can be hand delivered to their destination, or they can be sent directly to anyone with fax capabilities.

## *Postal Boxes*

Along with a convenient way to mail packages and letters, you also offer a superior way to receive mail. Your store is the ideal location for pick-

ing up letters from convenient postal boxes with 24-hour access. Besides saving time and trouble, a postal box enables patrons to add prestige to their correspondence by using a street address with a suite number. They may also receive packages and letters from other carriers, a service not available at the post office. And by coming in regularly they are likely to take advantage of your many other services.

## *...And Much More!*

Half the challenge in business is attracting customers to your location. Once there, any of their needs that you can fulfill means more profit for you. So, it is in your best interest to serve as many related functions as possible. With this in mind, your P.A.S.S. store is prepared to perform or sell all the following services and goods:

- **Sony Picture Station**
- **Electronic Money Transfers**
- **Furniture Shipping & Crating**
- **Money Orders**
- **Word Processing/Resumés**
- **Notary Service**
- **Voice Mail**
- **Telegrams**
- **Digital Color Printing/Imaging**
- **Key Duplication**
- **Printing**
- **Advertising Specialities**
- **Gift Wrapping**
- **Local Pickup and Delivery**
- **Presort and Bulk Mailing**
- **Mail Drop and Forwarding**
- **Wide Format Printing**
- **Pager Rentals**
- **Computer Rental**
- **Videograms (taped on-site)**





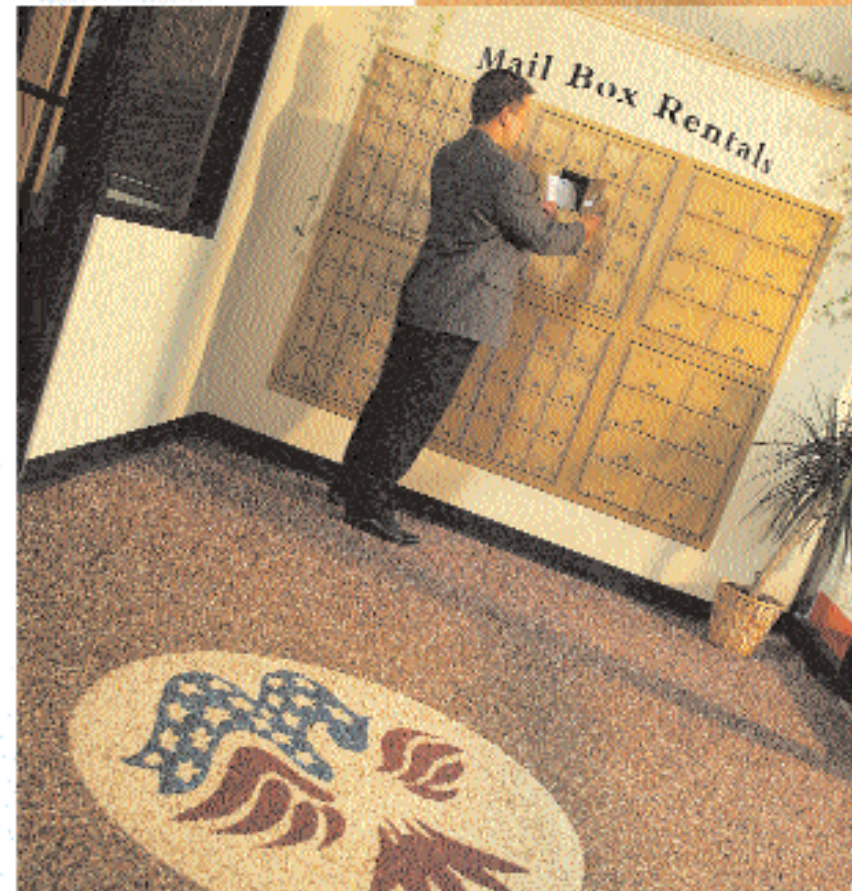
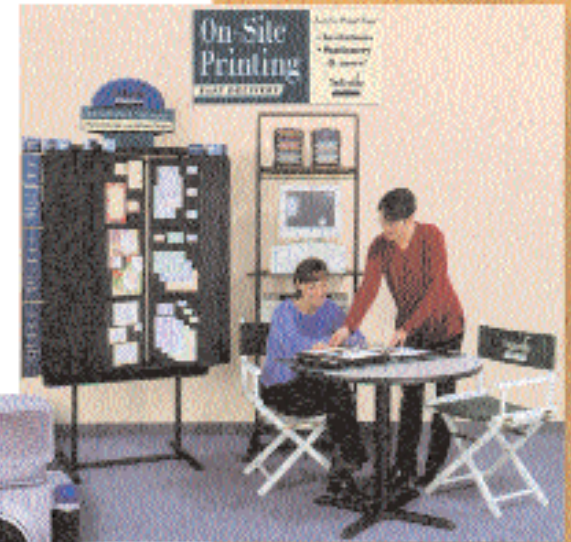
# The **P.A.S.S.** Story

- Passport/ID Photos
- Lamination/Binding
- Custom Signs and Banners
- Telephone Cards/Cellular Phones
- Secretarial Services
- Greeting Cards
- Packaging Supplies
- Office Supplies
- Postal Supplies
- Business Cards and Stationery
- Gift Wrap
- Gift Baskets
- Rubber Stamps
- Video Conferencing

And even this list doesn't include special goods and services you might want to add to serve the needs of patrons at your particular location!

## *Where To Start*

At the end of this booklet you will find a preliminary application; fill it out and return it in the enclosed pre-addressed envelope. We will contact you to arrange a visit to one of our service and training centers. You will then be given the opportunity to have any questions answered and gather all the information you need to make your final decision about becoming a P.A.S.S. associate store.





# Questions and Answers

## *What is P.A.S.S.? Where Do I Fit In?*

P.A.S.S. is an acronym for Packaging And Shipping Specialists. The first packaging, shipping and business center opened in September 1981. Currently, P.A.S.S. stores are being placed around the world. There are now hundreds of stores operating in most of the United States and internationally. The P.A.S.S. system offers you the opportunity to own your own business and become part of a rapidly growing service industry, without a large investment. You can start small and expand at your own pace as you become familiar with the business, perhaps becoming a multi-store system. If this sounds attractive, it just might be for you!

## *Can Anyone Open A P.A.S.S. Store?*

Great interest has prompted many serious inquiries about starting P.A.S.S. stores. In order to maintain a productive national system and a good reputation, P.A.S.S. intends to work with people showing strong potential, those who have the financial and management strengths that make them capable of developing single or multi-store operations.

## *How Do I Choose A Location?*

We will perform on-site evaluations and analyze your individual needs. By applying criteria established through many years of experience, we will help you consider all options and guide you in making your ultimate site selection.

## *Will You Help Me Set Up Shop?*

Absolutely. We'll show you how to create a highly functional, efficient store operation. From the interior design and installation of fixtures and equipment, to the stocking of supplies and maintenance of inventory—you'll have us to rely on. National programs are in place for savings on supplies and equipment purchases.

## *Is There A Lot For Me To Learn?*

Comprehensive pre-opening training for you and your employees will help ensure that you are able to competently conduct your store's business and keep it operating smoothly. In addition, we are available for continual field assistance, to help you with special or unexpected situations.





### *What Will Attract Customers To My Store?*

P.A.S.S. has developed effective advertising programs that have proved successful for other stores. We will assist you in creating marketing strategies and launching campaigns that will keep you in the public eye.

### *Can I Be A Good Manager?*

A genuinely concerned team of qualified sales, marketing and executive management consultants with over 25 years of experience are always available to offer any advice and support you might need to build a successful business.





*What Makes P.A.S.S. Different From Other Companies?*

Our reputation is on the line. Because we rely on enthusiastic involvement of established store owners, our future profit is determined solely by your success. If we can make you succeed, you will be one more positive reference for us. And we have been in this business since the concept began.

*How Do I Know That Existing Stores Are Successful?*

We will provide you with a list of references so that you can personally, and at your own discretion, contact them and get their opinions.

*Once I Am Established, What Are My Future Options?*

You can start additional stores, which opens the door to a whole new business experience. In addition, you can help train the personnel for other new stores opening in your part of the country—and we'll pay you a training fee, of course.

*How Many Employees Will I Need?*

Two people can operate your store the majority of the time.

Three to five temporary employees will probably be necessary during peak and holiday seasons. For multi-store operations, we strongly recommend an operational manager.

*How Extensive Is The Training?*

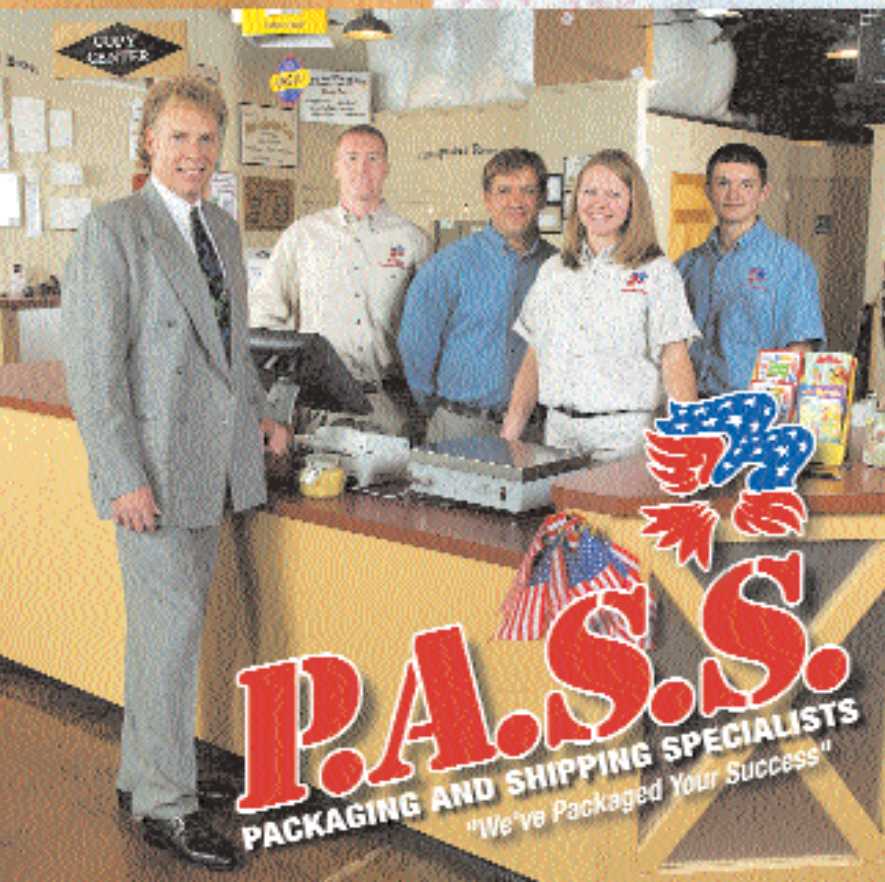
All new store owners spend a minimum of seven days at our training center and store before opening their first outlet. This seminar will familiarize you with all of the P.A.S.S. operational, sales, accounting and marketing systems. During your store's grand opening period, our training managers will conduct a 3 day comprehensive, in-store training program for you and your employees. And of course, we're entirely at your disposal until you're quite comfortable operating your new business.

*Will P.A.S.S. Continue To Offer Field Assistance?*

Yes. Our Vice President of Operations and/or other field management personnel will visit your store periodically. They will help solve any developing problems and assist you in expanding your business. They will also introduce you to any new sales and marketing programs. And our staff is just a phone call away, if you need immediate help.

*What Sales, Marketing And Advertising Programs Are Available?*

Our marketing manual is unsurpassed in providing complete and descriptive details for promoting your business. Moreover, we are associates of a national support team which serves as a network for shipping and mailing centers. Besides giving our stores volume buying power with nationally recognized vendors, the network continually offers our stores marketing and promotional ideas and materials which take advantage of many years of combined advertising experience in the packaging and mailing industry.





### *Must I Continue To Purchase My Inventory And Supplies From You?*

P.A.S.S. has established national account relationships with several vendors and offers these items to you at very competitive prices. However, if you can purchase the same quality materials elsewhere, we have absolutely no objections. Our intent is to ensure that all P.A.S.S. stores uniformly provide the highest quality products and services to all customers. Our interest is in your success, not in keeping you financially captive.

### *How Does P.A.S.S.' Consulting Fee Compare To Others?*

We strive to keep our consulting fee among the lowest in the industry.

### *Is Financing Available?*

Above all, we're looking for established and responsible people for our stores. Financing is available for such individuals, upon credit approval.

### *Can I Buy Just One Store?*

Of course. Most new owners do. Many very quickly open additional stores, once they have familiarized themselves with the operation. We have numerous multiple store owners.

### *What If I Want To Control A Whole Marketing Area?*

P.A.S.S. will offer area development agreements to qualified associates interested in managing an entire marketing region over a negotiated period of time. A portion of the fee must be paid when the development agreement is signed, and will be credited against a predetermined fee when each store opens.

### *Why Should I Become A P.A.S.S. Associate?*

P.A.S.S. offers a unique opportunity to own a business and become part of a rapidly growing service industry. It is a national system that provides total support in store development, startup assistance and merchandising, plus a management team with over 25 years experience.



*Our marketing manual is unsurpassed in providing complete and descriptive details for promoting your business.*





# *What's My Next Step?*

*Complete the preliminary application and return it in the enclosed self-addressed envelope. This will allow you to communicate directly with us so that we may answer any further questions you might have. You will then have the opportunity to personally visit a training center, so that you can make an informed decision about your future with Packaging And Shipping Specialists!*



**P.A.S.S.**  
**PACKAGING AND SHIPPING SPECIALISTS**  
*"We've Packaged Your Success"*





Make  
Personalized  
Pens

The Pack  
Mail Plus  
Personalized Pens  
Let's add the person  
to your business!

Pack & Mail Plus  
Personalized Pens  
Let's add the person  
to your business!

Grand  
Opening

We Are So Much More Than Just Mail Boxes!  
Stop In And Bring Us This Flyer To Receive Your  
**FREE Book Of Stamps**

**Pack & Mail Plus**  
Our Name Says It All!

Pack & Mail Plus



Millions!

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**CORPORATE OFFICE**  
**Packaging and Shipping Specialists**  
**National Support Team**  
**800-877-8884**

