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Franchise partners in Wunderland



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FiltaFry franchise partners came to exchange experiences in Wunderland Kalkar

On the penultimate weekend in March, FiltaFry franchise partners again came from all over Germany and Austria for their annual meeting in Wunderland Kalkar at the Dutch border. There are now 12 franchisees providing FiltaFry's mobile full service fryer management throughout Germany and in Austria.

“Every year, new franchisees are coming on board, and almost all of them were here”, says Jos van Aalst, Managing Director of FiltaFry Germany. Under the heading, “FiltaFry rocks Europe”, there was a lively exchange of experiences as always with a view to future business orientation and the new additional services that the partners can include in their portfolio. “There were many good ideas that we will now implement one by one”, says Aalst. “My thanks to everyone for these.”

Thomas Welp made his debut as new Business Development Manager, and last but not least the new Gen4 filter machine was also a focal point. Mark Flintoft, Technical Director of the manufacturer, ETL Fluid Experts, provided the most important information directly via Skype from the UK.