



# THE UK FRANCHISE GUIDE

Everything you need to know about  
buying, managing & profiting from your  
own Clip 'n Climb Franchise.



**DELIVERING WOW  
EXPERIENCES THAT  
BRING PEOPLE BACK  
TIME AND TIME AGAIN.**



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# THE CLIP 'N CLIMB FRANCHISE INTRODUCTION

Welcome to the Clip 'n Climb franchise information pack. Clip 'n Climb is the international market leader in leisure climbing centres and has built up a profile that is synonymous with fun, quality, and safety. Clip 'n Climb has an established network of centres operating in the UK as part of EP Climbing, a subsidiary of the ABEO Group which is based in Europe and operates throughout the world.

**Clip 'n Climb offers its franchisees a complete turnkey leisure business model, including design and installation of more than 40 colourful and unique indoor and outdoor climbing challenges, designed to appeal to all age groups. Since the very first centre opened in New Zealand in 2005, Clip 'n Climb has revolutionised indoor climbing.**

Its “theme park meets climbing wall” concept has been thrilling and challenging people of all ages, extending the appeal of indoor climbing to a mass audience and creating a new sector in the leisure industry that has grown in popularity all over the world.

The Clip 'n Climb brand and leisure offer appeals to a wide demographic of users, with customers ranging from two years upwards. Most visitors do not have any climbing experience, yet return to Clip 'n Climb again and again with their friends and family. It is an active leisure activity that is enjoyed in a safe and fun environment.

Leisure climbing is growing in popularity in the UK and with the right brand and sector focused business model, it can be both enjoyable and profitable. Working with the Clip 'n Climb brand as a franchisee means you get the best of both worlds – your own business, with all the advice and support you need from an established operator in the sector, to get the best out of your opportunity.



As an established and proven brand in the sector, we are now franchising the Clip 'n Climb brand and business model. We are looking to work with individual franchisees who want to establish a successful business in this exciting field.

## AS A CLIP 'N CLIMB FRANCHISEE YOU'RE IN SAFE HANDS

Clip 'n Climb is owned by EP Climbing, a pioneer in the climbing wall industry which designs, manufactures, operates, and maintains tailor-made solutions for climbing and leisure experiences around the world. Creating climbing walls and holds since 1985, the EP team is passionate about bringing climbing and its values to everyone.

EP Climbing supplied the climbing walls for the Olympic Games Tokyo 2020 and is also set to provide the walls for the Paris 2024 Olympic Games. Aside from competition walls, the company manufactures climbing walls for climbing gyms, schools, leisure centres, the military, and more.

Both EP Climbing and Clip 'n Climb are part of the ABEO Group, a forerunner in the sports and leisure equipment sector. Listed on the French stock exchange, the ABEO Group makes an average annual turnover of 1.5 million Euros.

## CLIP 'N CLIMB - A BRAND YOU CAN TRUST

Clip 'n Climb is a healthy, action-packed climbing activity, delivering WOW experiences that bring people back time and time again. There are now over 350 Clip 'n Climb facilities around the world, some as standalone centres, some located in retail malls and leisure centres, and some associated directly with conventional climbing facilities. The commonality between the facilities is that they have all proven to be massively appealing, and therefore very profitable. With a huge number of climbing challenges in each outlet, Clip 'n Climb offers an entertaining and fun leisure activity for the entire family.

Our model is based both on our years of experience and our vast knowledge of this exciting sector. The bespoke design, quality build, and the ancillary equipment that we use are all critical to giving our customers an exciting, enjoyable and safe experience. Having already shared our experience and knowledge of operating Clip 'n Climb centres with a number of successful leisure operators across the UK, we are now expanding our brand further through franchising.

**We're looking for motivated people who can share our passion about the brand, to establish and operate a successful Clip 'n Climb centre in one of our carefully selected new locations. If you like what you've read so far, read on to find out more about the Clip 'n Climb franchise and how you can climb on board.**





# THE CLIP 'N CLIMB CENTRE

## OVER 40 CLIMBING CHALLENGES

Central to our franchise is the Clip 'n Climb centre and location. Each site is carefully chosen to assess whether the area, size, access, and demographics are suitable to operate a Clip 'n Climb centre. Once an appropriate location is acquired we provide a complete and comprehensive design service, working with our in-house design team to produce a bespoke Clip 'n Climb centre for each franchisee. You can find out more information about the options for centres, subject to their size and shape, on page 15.

The design of each centre is individual, based on the dimensions, shape, layout, and roof height of the building. This unique approach means that every centre is bespoke and can be altered and added to on an ongoing basis, ensuring that the customer experience remains fresh (and as challenging as they wish for it to be).

We support all of our franchisees with producing a business plan. Through our established contacts with various banks' franchise units and in conjunction with several leasing companies, we can also guide you through the process of raising finance for the business (if required).

Once the finance is in place and the design process is complete, we work closely with franchisees to complete the fitting out of their entire Clip 'n Climb centre. Every new centre must meet our exact requirements and

achieve the standards of safety necessary to ensure that every customer has an enjoyable and safe experience. Our customers expect the same high-quality experience no matter which outlet they go to. That's the beauty of franchising – all the franchisees replicate each other's success!

## CLIP 'N CLIMB - THE INNOVATIVE CLIMBING CONCEPT

With over 40 climbing challenges, Clip 'n Climb offers an entertaining and fun activity for the entire family! Its bespoke look and use of TRUBLUE auto belay devices, Clip 'n Climb makes climbing easy, reassuring, and enjoyable. With the Clip 'n Climb unique clipper system your customers can climb any challenge on their own and still be safe. Clip 'n Climb is for everyone, from 2 years upwards.

## ALL THE FRANCHISEES REPLICATE EACH OTHER'S SUCCESS



## **CLIP 'N CLIMB PROVIDES ACCESS TO THE BRAND ALONG WITH USE OF THE BUSINESS FORMAT AND INTELLECTUAL PROPERTY, PLUS ALL THE SUPPORT AND TRAINING YOU NEED TO BE SUCCESSFUL.**

The Clip 'n Climb franchise model has been designed for owner-operator franchisees, who will manage the business on a local basis to the format developed for the brand.

Each franchisee will be supported by staff in the delivery of the service. Our comprehensive franchise training and support programme provides clear operating standards, on site business visits, and ongoing marketing guidance.

Part of our business philosophy is to introduce new equipment and campaigns through our franchised centres, so that our customer offer is always fresh and evolves in line with market changes and trends.

Our franchisees come from a variety of backgrounds but must have some business management experience and a strong customer service business ethos.

In return, Clip 'n Climb will provide access to the brand, business format, intellectual property, and the support and training you need to be successful.

Ongoing training and updated programme materials to continuously improve your skills and customer service	Marketing and promotional launch advice to increase your profile within your franchise territory	Full range of pre-opening support to help assist franchisees to open a Clip 'n Climb franchised centre	On-site visits and market research to identify a suitable centre
<b>BUSINESS PLANNING GUIDANCE AND FINANCE ARRANGEMENT (IF REQUIRED)</b>	<b>COMPLETE INSTALLATION SUPPORT</b>	<b>DEDICATED ONLINE BOOKING AND EPOS SYSTEM</b>	Staff recruitment and training programme for all staff

# THE CLIP 'N CLIMB FRANCHISE PACKAGE

As you can see, we've worked hard to make the Clip 'n Climb franchise as detailed as possible, so when you climb on board you are confident that every aspect of the business will work and more importantly, create a sustainable, profitable business.

Comprehensive induction training programme for the franchisee and key staff members	Full rights to use the Clip 'n Climb brand name and trademarks	<b>FULL ON-SITE OPENING SUPPORT</b>	Comprehensive fit out available – not just the climbing design and install but everything
<b>BRANDED MARKETING MATERIALS</b>	Copy of our franchise operations manuals	Full listing on the Clip 'n Climb company website	<b>5-YEAR</b> Initial franchise agreement with right to renew



# WHAT PREMISES WILL YOU REQUIRE?

Finding a suitable site is one of the challenges that Clip 'n Climb franchisees may face. However, we can install your climbing walls in a wide array of buildings, from commercial properties to something as far fetched as a farm building.

Premises should be between 4,000-6,000 sq. ft. in size, with a ceiling height of between 6-10m (though the most common is 7m).

The primary purpose of the unit will be to act as an indoor climbing centre, with climbing walls installed for people of all abilities, a reception area to welcome customers as they arrive, and an office for the franchisee and their staff to use. You will also be able to have a café area for customers to relax in, as well as a party room for guests to celebrate birthdays in. All of our franchise premises are fully designed to meet our Clip 'n Climb standards.

4,000-6,000  
SQ. FT IN SIZE



# THE CLIP 'N CLIMB FRANCHISE

## WHY BECOME A FRANCHISEE?



### QUALITY CLIMBING FACILITIES

Our outlets are world class, with specialist walls designed and manufactured in-house. It's that special touch that gives us an edge on our competitors.



### CUSTOMER DEMAND

Climbing is a very popular pastime, so you'll be operating in a sector with huge customer demand.



### FRANCHISE TRAINING PROGRAMMES

We train all our franchisees to an incredibly high standard, and this ensures you can run your business effectively.



### REPUTATION

We have a high profile in the climbing industry, which means our brand will attract customers from all sections of the climbing community.



### ONGOING DEVELOPMENT

We're committed to continuously improving our climbing walls and the equipment and services provided. We'll help our franchisees do the same at all times.







# THE CLIP 'N CLIMB FRANCHISE ADDITIONAL INFORMATION

## ONGOING SUPPORT FROM HEAD OFFICE

Your success is our success, and that is why we've put in place a detailed franchise support structure. It's common knowledge that franchises supported by Head Office are more likely to succeed. Our guidance is built into every stage of your investment, from the moment we have the initial meeting through to the first time you open your doors to the public.

This includes:

- ✓ Ongoing help and advice on all aspects of your climbing centre
- ✓ Regular field visits to help you run your franchise successfully
- ✓ New ideas for improving the services we offer
- ✓ Refresher training for you and your staff
- ✓ Operational advice to ensure maximum profitability
- ✓ Ongoing marketing campaigns, guidance and support
- ✓ Assistance with business problem solving
- ✓ Online booking system (inc. parties & memberships), EPOS system, waivers system, and customer marketing tools





## FRANCHISEE INCOME PROJECTIONS

We've developed franchise forecasts that tell you everything you need to know about the Clip 'n Climb business. They illustrate the income and profit potential of a typical franchise outlet and give you more detail about how you can build your business over the long term. We've based these financial models on our own business experiences and will be happy to provide further information once we receive your completed franchise questionnaires.

## DO YOU HAVE WHAT IT TAKES TO BE A SUCCESSFUL CLIP 'N CLIMB FRANCHISEE?

We want to increase our Clip 'n Climb network and be the UK's number one indoor fun climbing brand. To achieve our ambitious goal of national coverage, we need the right individuals to run our franchises. We're looking for business-minded franchisees with high personal standards and a commitment to maintaining this calibre. Our business is all about creating a win-win partnership with our franchisees.

## HOW DO I PROGRESS MY ENQUIRY?

Clip 'n Climb use a structured recruitment process for all our potential franchisees, so you can be sure that you have all the information you need to decide if this is the right business for you. We will only offer you the chance to become one of our franchisees if we think you have the values we are seeking.

A brochure can only provide limited information, so if you believe that the Clip 'n Climb franchise is right for you, please get in touch. The next stage will be for you to complete our franchise questionnaire.



# THE FRANCHISE TEAM

## WITH OVER 40 YEARS' EXPERIENCE IN THE FUN CLIMBING SECTOR.

Our franchise team here at Clip 'n Climb UK have an array of skills and experiences that they can share as they assist you in opening your dream Clip 'n Climb centre. The team have varied backgrounds across finance, marketing, design, and both the climbing and leisure industries.

Clip 'n Climb have been operating their own centre for nearly a decade, originally in Exeter, before moving to a larger location in Plymouth. This has enabled the team to not only design and manufacture the product but also gain valuable experience in operating and marketing a Clip 'n Climb centre.

The brand is so important to the team and they have worked hard to build its reputation since it first came over to the UK in 2011. They are passionate about maintaining great quality and service, and guiding all of our franchisees in achieving a great Clip 'n Climb centre.

The team are here to help you every step of the way in the process of setting up your own Clip 'n Climb centre in your desired location. We look forward to hearing from you.



**WE WANT TO INCREASE OUR  
CLIP 'N CLIMB NETWORK  
AND REMAIN THE UK'S  
NUMBER ONE INDOOR FUN  
CLIMBING BRAND.**

# THE CLIP 'N CLIMB CAFE

NOT ONLY DOES THE CLIP 'N CLIMB FRANCHISE DELIVER AN EXCELLENT PRODUCT AND BUSINESS MODEL FOR FUN CLIMBING, IT ALSO INCLUDES OUR CAFE BRAND.

A cafe offer is an essential part of all successful franchises, not only to refresh those actively taking part in climbing, but also acting as a social hub for those accompanying and watching. Creating a warm, friendly atmosphere and offering high quality food and drink is key to ensuring that people's time with us leaves a lasting positive impression, driving a return in footfall.

South Ridge Cafe has been designed to celebrate great food and drink, promoting healthy options and creating a welcoming atmosphere, enabling our guests to relax and enjoy the electric buzz that Clip 'n Climb brings. We even have our own house blend of coffee for guests to try!

**OUR CAFE FACILITY IS THE KEY TO A GREAT EXPERIENCE, DRIVING REVENUE FROM THE FRIENDS AND FAMILY COMING ALONG TO SPECTATE.**

**South  
Ridge CAFE**







OUR BACKSTORY IS SOMETHING WE AT  
CLIP 'N CLIMB ARE VERY PROUD OF AND  
WE USE OUR HERITAGE THROUGHOUT  
THE BRAND AND FIT OUT OF OUR CAFES.



## The cafe adds value to any stand-alone Clip 'n Climb centre. Its services and provision are a key attraction for visitors and users, and it's a key driver of revenue.

Want to offer a local theme to your centre? No worries! There is scope to work with us on providing a menu and offering that suits your area. We give you the opportunity to work with us in the creation of your menu. Using our suppliers and support we can create an offering that reflects your chosen location in the UK.

Where there is a Clip 'n Climb being proposed within an existing leisure concept, there is the option to remove the cafe offering from the franchise model, allowing you to use an existing cafe on site.



South Ridge is a complete turnkey solution...

Assistance with the design of the cafe layout and equipment installation

Access to our wide range of suppliers for purchasing at a discounted rate

Copy of our cafe operations manuals to make sure everything is in order

Templates for all day to day cafe operations

Full rights to use our South Ridge brand

Assistance with menu selection and offering

Onsite training and support from our expert team

Ongoing guidance from Head Office in delivering a good service



# THE CLIP 'N CLIMB PARTY

It's not surprising that our centres are popular for parties, offering a great activity for all in a safe and fun environment. The ease of our party packages and suitability for a wide range of ages means we remain a top choice.

Our party offer provides a great revenue stream to the Clip 'n Climb franchise model, which is why it is so important that the provision is of a great standard and runs in line with the Clip 'n Climb objectives of customer service and satisfaction. We give franchisees all of the information and tools needed to deliver great parties and run them consistently. This includes all marketing literature you will need to promote this part of the business. The online Clip 'n Climb party booking system helps to automate and manage the entire party process for customers and staff.

Planning ahead for party bookings means you can think about your centre's space requirements and fit-out.

**Parties are a great opportunity for new guests to give fun climbing a try. They drive a lot of new centre users through the door.**

Our in-franchise cafe brand, South Ridge, helps our franchisees to enhance the overall experience they provide, while creating a significant additional revenue stream. South Ridge contributes an average 22% of the overall franchise turnover and is a great way of complementing the climbing activities aspect of our business model.

With our customers enjoying the climbing side of Clip 'n Climb, South Ridge gives franchisees the opportunity to offer this captive audience a full range of high-quality coffee, cakes, and hot food options. In fact, it's so popular with customers that an average franchise will serve around 10,000 coffees every year.

**'22% OF THE  
OVERALL TURNOVER'**





# INDICATIVE START-UP COSTS

## WHAT ARE THE ONGOING FRANCHISE FEES?

Franchisors normally charge a franchise fee, which includes management and marketing. This is how many franchisors generate their income from their franchise network.

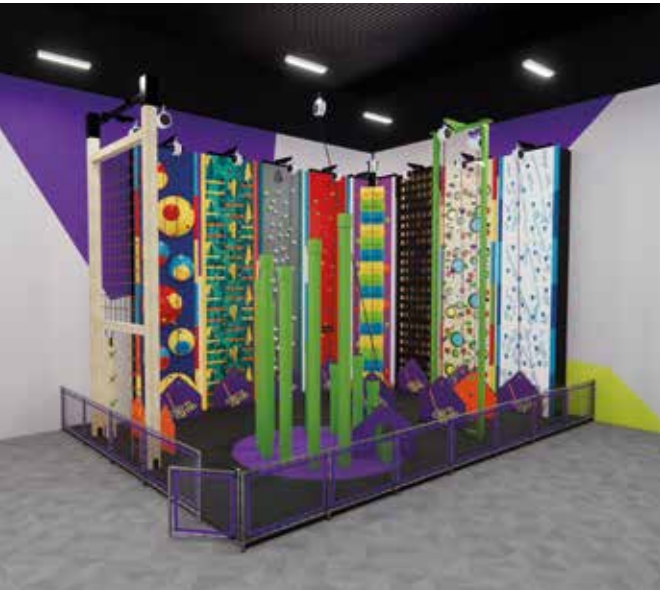
Our management fees are currently set at 6% of gross revenue.

You'll find that the Clip 'n Climb franchise fees are very competitive and are designed to make sure that you, the franchisee, keep as much of the reward as possible for your hard work.

## FRANCHISE AGREEMENT

Clip 'n Climb franchisees are granted a 5-year franchise agreement. The franchise agreement contains a right of renewal, subject to compliance with the terms of the initial agreement by the franchisee.

The actual cost will vary subject to the size and condition of the unit acquired and the demographics of the area.



### SMALL



ARENA SPACE  
860 FT<sup>2</sup>



ARENA COST  
£240,000



CAPACITY PER HOUR  
21 PEOPLE

### PROJECTED PROFIT & LOSS (PRE-TAX, FINANCE & DRAWINGS)

SALES

YEAR 1

£545,000

YEAR 2

£650,000

YEAR 3

£775,000

TOTAL OVERHEADS

£460,000

£480,000

£535,000

NET OPERATING PROFIT

£80,000

£170,000

£240,000





## MEDIUM



ARENA SPACE  
1500 FT<sup>2</sup>



ARENA COST  
£395,000



CAPACITY PER HOUR  
35 PEOPLE

### PROJECTED PROFIT & LOSS (PRE-TAX, FINANCE & DRAWINGS)

	YEAR 1	YEAR 2	YEAR 3
SALES	£885,000	£1,075,000	£1,285,000
TOTAL OVERHEADS	£600,000	£650,000	£730,000
NET OPERATING PROFIT	£285,000	£425,000	£555,000



## LARGE



ARENA SPACE  
2500 FT<sup>2</sup>



ARENA COST  
£555,000



CAPACITY PER HOUR  
50 PEOPLE

### PROJECTED PROFIT & LOSS (PRE-TAX, FINANCE & DRAWINGS)

	YEAR 1	YEAR 2	YEAR 3
SALES	£1,250,000	£1,535,000	£1,835,000
TOTAL OVERHEADS	£740,000	£810,000	£960,000
NET OPERATING PROFIT	£510,000	£725,000	£875,000

**Important** - This does not include loan repayments either with a bank or a broker. They are not intended to be a guarantee of profit and should not be read as such. Franchisees are advised to take independent legal and financial advice.

# FREQUENTLY ASKED QUESTIONS

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## **Q WILL THE FRANCHISOR BE PROVIDING A COPY OF THE CLIP 'N CLIMB OPERATIONS MANUAL?**

Yes, this is available for all franchisees. We will use it to train you, in addition to providing both hard and electronic copies for you to use on a day to day basis.

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## **Q WILL THE FRANCHISOR PROVIDE ONGOING SUPPORT WITH MARKETING?**

Clip 'n Climb will provide all of its franchisees with ongoing central support. This is paid for through a 2% marketing fee, included in the franchise fee.

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## **Q DOES THE FRANCHISOR WANT FRANCHISEES TO UNDERTAKE LOCAL MARKETING?**

Franchisees are able to carry out their own marketing campaigns within their local area to their existing customer base (as and when they develop one). Local marketing activities are managed by the franchisee using the proven systems developed by the company.

## **Q DOES THIS BUSINESS HAVE SPECIALIST INSURANCE REQUIREMENTS?**

Insurance is a critical part of any business. We'll guide our franchisees to ensure you have the right cover in place for both public liability insurance and employer's liability insurance.

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## **Q WILL YOU ADVISE ON PRICING?**

As the franchisor, Clip 'n Climb will provide all of our franchisees with a recommended pricing strategy. We will work with you to ensure that your pricing works locally.

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## **Q WILL CLIP 'N CLIMB BE INVOLVED IN DESIGNING THE PREMISES, SPECIFYING THE EQUIPMENT?**

Yes, we will. Our start-up support will include all aspects of the building work, shop fitting, and furniture etc. It will ensure that your outlet is fully compliant with Clip 'n Climb branding.

## **Q WILL I HAVE TO BUY ONGOING EQUIPMENT AND SUPPLIES FROM THE FRANCHISOR?**

Yes, or we will provide details of our preferred suppliers for you to use.

## **Q WHAT TRAINING WILL I RECEIVE?**

All of our franchisees will receive up to 15 days of franchise induction training, with a further 10 days of on-site support. This covers all aspects of the Clip 'n Climb business.

## **Q WILL I GET HELP TO FIND THE RIGHT PREMISES?**

Yes. One of the reasons we are franchising is to utilise the local knowledge of franchisees. We need premises to meet a minimum specification. Once you've identified potential locations, we can work with you to check their suitability and evaluate them in relation to our business model.

## **Q IS TRAINING INCLUDED IN THE INITIAL FEE?**

The induction training is part of the initial fee and will be provided by the franchisor. Franchisees are responsible for their own travel, accommodation etc.





# 5 USEFUL TIPS WHEN OPENING A CENTRE

## TIP 1 MEASURE THE HEIGHT OF YOUR BUILDING

Whether you plan to rent or purchase a building for your Clip 'n Climb centre, the height of your building is essential in facilitating the fun climbing challenges. The minimum height of our challenges is 6.5 metres and can be extended to a maximum of 10.1 metres.

We have a dedicated team of engineers and project managers who will work with you to ensure that the challenges will work within your chosen building.

WE HAVE A DEDICATED TEAM WHO WILL WORK WITH YOU







## TIP 2 FIRST IMPRESSION = LASTING MEMORIES

First impressions count even before the customer sets foot in the building. Around 95% of our bookings are made in advance through the website. Each facility has its own dedicated website and with our custom made booking system, you can be sure that customers receive a great experience from their first interaction.

Our design team will work with you to create your reception, café and kitchen, seating and viewing space, as well as briefing and party rooms, meaning your facility has a cohesive, professional feel with no detail overlooked.



## TIP 3 LOOK BEYOND THE 'CHILD' MARKET

**87% of climbers that experience Clip 'n Climb are between the ages of 4-16**, but this doesn't mean your venue should solely focus on children. 13% of climbers are aged 17+ and are taking part in corporate team building sessions and exercise classes.

**It should also be noted that 95% of the client base are spectators who come to support their friends and family.** While they may not participate, they will be interested in your food and drink facilities – generating additional revenue for your centre.



## TIP 4 THINK ABOUT YOUR TEAM OF STAFF

You've probably already started thinking about your staffing team. As an example of the types of roles you should look to recruit, think about:

- **Centre manager (this can be the franchisee)**
- **Senior instructors**
- **Receptionists**
- **Part-time instructors to assist climbers during busy periods**

We recommend that there should be a minimum of two instructors in the Clip 'n Climb arena at all times when there are climbers present.



## TIP 5 MAKE PARTIES MEMORABLE

Clip 'n Climb centres are extremely popular locations for birthday parties. In the first three years of opening, the centre in Exeter it generated hundreds of thousands of pounds in birthday parties alone.

If you are planning to host parties, we recommend putting space aside in your building to accommodate one party room for every 15 climbers. **Parties guarantee a great source of additional revenue**, especially if you include catering options to make the party memorable.

# FUN SPOT



## ONE STOP SHOP SOLUTION

Integrated into the ABEO Group in 2018, FUN SPOT is now a One Stop Shop Solution that offers a full sportainment portfolio, including trampolines, ninja courses, ropes courses, interactive games, and much more.

### SOFT PLAY

Designed to develop and engage little brains and bodies. Built for durability and safety so you can create a magical experience for kids and bring your brand to life.

Add an indoor playground attraction to your park and give kids under 8 a memorable adventure experience.

## INTERACTIVE GAMES

### VALOCLIMB

Thanks to our partners Valo Motion, we are able to offer you the most advanced augmented climbing wall: ValoClimb.

ValoClimb merges the idea of video game play with physical fitness. This technology makes the fun endless for your guests.

### VALOJUMP

Turn your guests into superheroes with a fully automated interactive game. Your guests can select the level of difficulty and the game.





# CHOOSE THE RIGHT PATH FOR YOU



As a franchisee you will receive ongoing support and benefit from Clip 'n Climb branding, whereas going down the white label route gives you the freedom to create your own fun climbing identity. The decision is in your hands, though we will work with you to offer advice and guidance on which path may be right for you.

# EXCITED ABOUT THE FUTURE?

Get in contact with our team today to discuss how you can become a franchisee and the next member of the Clip 'n Climb family.



## CONTACT US

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