



A passion for perfection

As a manufacturer of a brand of luxury hair care in constant evolution, PACT Systems has now extended its activities into the field of high-end franchise hair salons. Built around its comprehensive and cutting-edge lines of hair care products, and its exclusive and minimalist salon design, PACT Systems offers exciting opportunities for passionate and visionary entrepreneurs.

The success of the group is grounded in its commitment to excellence and creativity. The same spirit is now at the foundation of the development of its international salon franchise operation.

PACT innovates with new techniques, new products and fashion trends developed by its own teams. The talent and commitment of its employees are continuously strengthened thanks to the group's dedication to create ever more perfect products and services, and to training and lifelong learning - the backbone of our enterprise.

The PACT franchising concept

PACT Systems is the first player in the professional market to launch a network of hairdressing franchises that spans from manufacturing through to the final consumer. The scalability of the business model and the dynamism of the staff have led to the development of a unique network of experts that is able to unite its partners around shared aims of success and growth.

The originality of the franchising concept is based on PACT's product philosophy towards servicing the final consumer, by means of a high-end salon franchise organisation.

The success of the business model is based on total quality control management in all divisions of the group, from manufacturing, through franchiser and franchisee to offer perfect products and services to the client.

The success of the PACT Hairdressers franchising concept is founded on following basic principles:

- a business model based on sound economic parameters and monitored online to support the creativity of the salon division
- a careful selection of franchisees all of whom must be highly skilled hairdressing professionals
- a careful selection of master franchisees, all of whom must have a strong business background, and have skilled hairdressing knowledge
- a fair allocation of the proceeds among employees, franchiser and franchisee/master franchisee
- a uniform distribution of the brand's know-how thanks to its training policy and facilities
- stringent quality standards in the manufacturing of the PACT products
- constant analysis of its salon business, surprise inspections and satisfaction surveys in all its divisions.

The PACT signature

PACT hairdressers have taken salon design to a new level by introducing explicit minimalist zones on the salon floor.

The **PACT OPPORTUNITY CENTERS**: our minimalist designed retail counters, where clients can touch and feel the superb quality of all PACT products.

The **PACT STYLE ZONE**: all professional products for salon use on display in a dedicated style & store cabinet.

The **PACT "ZEN ZONE"**: a unique concept to put all hair shampoos and treatments on display behind the washing unit; winding up with a truly relaxing scalp massage in front of full size plasma screens.

The **PACT COLOUR LAB**: our expertise of colour, on display in front of the clients, while mixing in a dedicated lab zone.

The **PACT COLOUR ZONE**: consultation between the client and colourist at a separate colour table, to create a harmony of colour and style that underlines and enhances each client's individual beauty and features.

The different zones create an atmosphere of peace and professionalism for the salon client, giving the salon experience a completely new dimension.

Focus on education

Education is one of the keys to the success of a franchising model in the field of beauty care and to its ability to be replicated abroad.

The employees of PACT hairdressers act as virtual ambassadors for the company's brands, and are taught the proprietary techniques of in-salon work, and also extensive knowledge of all PACT products.

In addition, PACT staff members teach all about what makes a formula successful, beyond the technical aspects and the professional know-how of the hairdresser. Our training centres in Belgium cater to all international stylists with courses dedicated to:

- perfecting their artistic, creative and technical skills
- sharing rudiments of psychology, communication, listening and conversational skills
- teaching administration and team management skills to managers

PACT Systems pioneers a major trend in the field of hairdressing by being the first full size manufacturer of hair care and hair colouring products to offer its international partners a high-end hairdressing franchising network.

The PACT values

The worldwide success of the PACT Systems brands and PACT hairdressers is founded on its corporate culture that is rigorously applied and projected.

A dedication to service: the desire to please and bring out the best in people, to give them guidance and advice and to provide them with a personalised service.

A perfectionist approach: passing on the passion for fashion and hair care amid harmonious surroundings with extreme standards of design and personalized service.

Team spirit: working together and helping one another within a friendly and positive team.

A business spirit: the company's success is linked to the personal performance of each individual and vice-versa.

The story

The story of PACT hairdressers mirrors that of its founder, Bob Wouters: a story of passion and of vision.

Bob Wouters graduated from the University of Antwerp with a Masters degree in Applied Economics, and has been an entrepreneur ever since.

Starting from the distribution of professional hair care products in 1992, PACT Systems emerged and is now active in the manufacture of 8 high-end professional hair care lines, the international distribution of the products, and, most recently, a high-end international salon franchise chain.

Since the early inception of PACT, there have been many strategic milestones:

2002: Launch of Colorpact, an innovative line of personalized colour fade prevention shampoos and re-hydrators.

2003: Launch of Purepact hair care products, based on organic plant extracts and pure essential oils.

2004: Launch of Coloriginals, cosmetic hair-colour.

2005: Launch of Hypact hair care products for dry and damaged hair.

2006: Launch of Mens'pact and Sunpact hair care products.

2007: Launch of Impact hair care product line, enriched with amino acids.

2008: Launch of PURECOLOR, ammonia free organic hair-colour.

2008: Launch of the first 10 PACT salons in Belgium.

2009: PACT opens 12 new salons in Belgium.

Tel: 020 8886 8464

email: info@pactuk.com