



Press release Filta Deutschland, 1 September 2022

Mobile fryer management service Filta strengthens sales and franchise support with new duo

From now on, Filta will rely on Wilfried Finke and Eric Janssen to provide more intensive support to current franchisees as well as boost new franchisee and customer acquisition.

Wilfried Finke, previously the Filta franchise partner for Bremen, has now assumed the role of Operations Director for the D/A/CH (German-speaking) region within the Filta team. Before he was a franchisee, he spent 25 years as an independent caterer in the Hanseatic town, and so he knows the Filta business from both sides. His responsibilities include sales support for franchise partners across the country as well as managing new customer acquisition. Wilfried Finke is also responsible for franchisee training as well as quality control.

Dutch native Eric Janssen is also starting as Operations Director, however he will be responsible exclusively for Filta's EU business. He has almost 30 years' experience in various management roles at Sodexo in the Netherlands. An industry insider who speaks multiple languages, as Operations Director Janssen will mentor EU Filta franchisees and focus on expanding the franchise network throughout Europe as well as developing the various Filta services.

"We are delighted to be able to bring aboard two industry professionals with years of practical experience in the restaurant and catering business", says Filta Managing Director, Jos van Aalst. "Both of them will empower our franchise partners in a way that enables them to continue to expand their regional business. With his international background and multilinguism, Eric Janssen is the perfect colleague for us for the future development and expansion of our Filta locations across Europe."

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Image 1:
Wilfred Finke, Operations Director D/A/CH



Image 2:
Eric Janssen, Operations Director Filta EU

About Filta

Filta – full-service mobile fryer management – was founded in 1996 in the UK and operates on a franchise basis. Today Filta is established in many countries around the world and is also active in Germany (since 2015) and Austria (since 2018) with FiltaFry Deutschland GmbH, which since 2018, belongs to the Filta Group. The concept consists of filtering and cleaning cooking oil and on-site fryer cleaning including the removal and professional disposal of waste oil. Upon request, Filta delivers fresh oil and refills the fryers. Furthermore Filta provides additional mobile services: the direct on-site manufacture of refrigerator seals and regular, chemical-free drain cleaning and disinfection, as well as state-of-the-art solutions for grease separation and permanent cleaning of extraction systems. Filta is part of Franchise Brands Group since May 2022.

Customers include restaurants and snack bars, hotels, caterers, sports venues, leisure parks, and company and university canteens among many others. Filta is a member of the German Franchise Association as well as the Greentable and United against Waste initiatives. In 2022, Filta received the Green Franchise Award as well as the German Award for Sustainability Projects. www.filtafry.eu

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