

# NEW HAMPSHIRE UNION LEADER

## In full force: Bedford company launches new opportunity for veterans

By Kimberly Houghton | February 5, 2018



Bill Putnam of Amherst, the operations manager with G-FORCE parking lot striping company, shows off some of the equipment used to install pavement markings. (COURTESY)

BEDFORD — A local company is expanding into a franchise business aimed at helping veterans find unique job opportunities.

G-FORCE, a Bedford-based business that offers parking lot striping and other pavement needs, is hoping to open 50 new franchises nationwide throughout the next three to five years.

“I know firsthand that this is ideally suited for veterans,” said Jack Child, CEO and founder of G-FORCE. Child, of Amherst, is a 10-year veteran of the U.S. Armed Forces, serving in both the Army and the Air Force. Now, one of his primary missions at G-FORCE is to award franchises exclusively to veterans, active guard or reserve members.

“I understand the challenges that veterans face, and I wanted to create a brand dedicated strictly to them,” he said.

Child founded G-FORCE in 2017. His company, based at 3 Executive Park Drive in Bedford, provides services such as line striping, pavement marking, parking structure marking, outdoor basketball courts, athletic field marking and other routine maintenance services.

The company also installs special Wounded Warrior parking stalls reserved for Purple Heart recipients. The company's business model was previously recognized in Massachusetts as the best of 18 entries in a veteran entrepreneur series pitch competition because of its ability to help numerous veterans.

"I feel these vets have sacrificed so much, and I wanted to find a way to help. I have got a soft spot for these folks," said Child.

The franchise territories are large, and he is planning to target cities in California, Florida, Georgia, Illinois, New Jersey, New York, Ohio and Texas. He said opportunities also exist for franchises closer to New Hampshire in Maine, Vermont and Connecticut.

G-FORCE already services southern New Hampshire, the Lakes Region and south to Boston, Mass. It recently provided services at the Elliot Medical Center facility on Buttrick Road in Londonderry.

The franchise fee starts at \$5,000 and generally ranges between \$7,500 and \$15,000 depending upon territory size. The initial investment can start as low as \$25,000, according to Child.

"The outcomes are up to the individuals. Our franchise fees are some of the lowest in the industry," he said, adding there are equipment packages, paint donations and discounts available.

"We know there is demand out there for the work," said Child, explaining strip malls, hospitals, office buildings, schools, town streets and airports all require proper pavement markings that must be installed and restriped.

G-FORCE will train veterans interested in the franchise opportunity, and help them get off the ground, Child said.