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HAWAII FLUID ART TO INTRODUCE FRANCHISING

New franchise plan will accelerate growth across the country.

WAIKOLOA, HI (September 1, 2021) — Hawaii Fluid Art (www.HawaiiFluidArt.com) is gearing up for growth, launching plans to broadly expand its instructor-led fluid art studio as a national brand—and the perfect franchise opportunity.

Despite the pandemic, the \$30 billion Craft & Hobby industry is strong and growing. Riding this trend, Hawaii Fluid Art is poised for continued success as a category leader with impressive sales that have surpassed expectations. This coupled with concept innovation, proprietary techniques, multiple revenue streams and ongoing support illustrate the value of investing in a Hawaii Fluid Art franchise for qualified prospects.

Hawaii Fluid Art’s mission is “to inspire and nurture the human spirit, one painting at a time,” says Maya Ratcliff, Hawaii Fluid Art’s founder and CEO. She’s looking for like-minded people to share her journey toward a successful future.

Founded in 2019, Hawaii Fluid Art delivers a unique blend of entertainment and professional art instruction. Unlike other studios, Hawaii Fluid Art clients are actually proud to display their unique acrylic paintings in their home or office. In addition, customers will soon be able to upload digital photographs of their artwork to Hawaii Fluid Art’s ‘Beyond the Canvas’ ecommerce site and have them custom printed on hundreds of items—wearable art, reprints, wall décor and home furnishings.

“We’re passionate about a lot of things. Our proven art instruction business model is one of them,” added Ratcliff. “It’s a way to go into business for yourself, but never by yourself.” Hawaii Fluid Art offers a replicable business concept backed by the kind of support that can take careers to new heights. Compared to other business opportunities, a Hawaii Fluid Art franchise is flexible, easy to operate, and has relatively low start-up costs.

Hawaii Fluid Art’s low cost of entry and well-designed franchise model has wide-ranging ownership appeal. “The unique concept is ideal for experienced art instructors who want to be their own boss, existing franchisees seeking to diversify, and absentee owners cognizant of sustainable high-margin investments who want to hire a seasoned operator to run the business,” says Ratcliff.

A Hawaii Fluid Art studio is a natural fit for large metropolitan areas and ‘destination’ markets where there is strong tourism, events, or convention traffic. In addition, Ratcliff estimates there

are more than 200 outlying markets suitable for franchising the Hawaii Fluid Art name across the U.S. For more information, please visit: www.hawaiifluidart.com/franchise.

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About Hawaii Fluid Art

Capitalizing on the growing popularity of acrylic painting, Hawaii Fluid Art takes the mystery, expense and mess out of the craft. Hawaii Fluid Art studios provide the instruction, materials, set-up and clean-up, leaving clients with gorgeous works of art to proudly display in their home or office. Franchise opportunities are now available.

For more information, please visit: www.hawaiifluidart.com.