

**FOR IMMEDIATE RELEASE**

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Keith Beverage Sr. VP, NOVUS, Inc.; George & Geoff Lane, Helena, MT; Jay Bickford, Director of Training NOVUS, Inc.

## **NOVUS<sup>®</sup> INTRODUCES NEW FRANCHISEE IN HELENA, MONTANA**

Minneapolis, MN — NOVUS Glass, the inventor of windshield repair, welcomes their newest franchisees George and Geoff Lane of Helena, Montana. The father and son team first learned of the innovative NOVUS glass repair technology through good friend, former neighbor and long-time NOVUS franchisee Scott Orser. The Lanes were always fascinated with the windshield repair process and was impressed with the quality of work they continually received from their local NOVUS representative.

When Orser decided it was time to pass along his NOVUS business, the Lanes jumped at the opportunity to purchase this established business. Starting a NOVUS franchise gave the Lanes the opportunity to finally begin a family business and become their own boss. They are starting with an added advantage that Orser had already built the NOVUS name and positive reputation within their community. The Lanes believed they could continue Orsers quality work and even grow the business further. George is a well known Helena resident due to his 30+ years working as a photographer for the Helena local newspaper. His outgoing enthusiastic personality along with his many community connections will be a beneficial in ensuring the success of the business. Geoff moved away from Helena for a portion of time to start a family and pursue a career in counseling. He missed his hometown community that he loved and decided it was time to go back to Helena.

“We are thrilled to continue the excellent service and traditions the Helena community has come to expect from their local NOVUS Glass. I look forward to becoming vital part of the

community by providing dependable, quality technical service along with some excellent hometown customer service,” stated NOVUS Glass Helena Co-Owner, George Lane. At NOVUS Glass - Helena they focus on repairing breaks before they turn into a crack or larger break that can not be repaired. “We believe it necessary to try to preserve the original windshield which not only saves the customer time and money but also the environment,” replied NOVUS Glass Helena franchise Co-owner Geoff Lane, “The windshield is an important part of the vehicle for visibility and safety. At NOVUS, we perform every job with our customers’ safety in mind.”

NOVUS Glass is known as the “Repair First, Replace When Necessary®” company. Known around the world as the inventor of windshield repair, there are nearly 400 NOVUS franchises in North America and numerous locations worldwide. NOVUS franchises have performed more than 25 million high quality windshield repairs with a customer satisfaction index exceeding 99 percent.

“We at NOVUS are proud to have George & Geoff Lane as our representative in the Helena area,” said Keith Beveridge, Senior Vice President of NOVUS, Inc. “We are more than sure that their contributions will be a positive representation of NOVUS’ high standards of technical and customer service.”

NOVUS Glass - Helena provides auto glass windshield repair service to the counties of Broadwater, Jefferson, Lewis & Clark, Meagher, & Powell counties. Hours of operation are from 8-5PM.

For more information on the local Helena NOVUS Glass, please contact Geoff Lane at 406-443-0330. To reach NOVUS corporate offices please contact Mary Nelson at 952-946-0438.