



Rapping About Fast Wrap

February 5, 2010 by Rich Whittle | 0 Comments

The screenshot shows the FastWrap website homepage. At the top, there's a navigation bar with "HOME", "ABOUT US", "SERVICES", "RECYCLING", "GALLERY", "MEDIA", and "FRANCHISE". The main content area is titled "SHRINK WRAP PROTECTION" and "Weatherization THROUGH Innovation". It features a list of services: Residential, Commercial, Industrial, Agricultural, Disaster Relief, and Special Events. A "GET A QUOTE! FAST" button is also present. The "RESIDENTIAL SERVICES" section describes the company's offerings, including on-site service, disaster relief, 24/7 mobile service, specialty products for sensitive areas, and exceptional customer service. A "BEFORE" and "AFTER" photo comparison shows outdoor furniture being wrapped in blue shrink wrap. A "FRANCHISES AVAILABLE!" button is at the bottom left.

AOL Small Business reports that while it's been long established that numerous types of businesses can be franchised, from sign making to decorating homes for the holidays, there's no denying that Mike Enos' business is one of the more unique franchises in existence.

His company, Fast Wrap, literally shrink wraps boats, cars, trucks, airport towers, half-finished buildings ... well, there's nothing, they say, that they won't wrap to protect from the weather and prying eyes.

“We wrapped a Ritz Carlton hotel that was under construction and had to be protected during the winter months,” says Enos, “and we've wrapped eight or 10 bombers for the military. We've done a Triple-A baseball stadium that was under construction and a terminal at the Sacramento Airport a few days ago — and a 30-foot FAA air tower in Reno. We have a crew on the Super Dome in New Orleans.”

Among other oddities, or at least objects you wouldn't expect to need these services, Fast Wrap has even wrapped a half-constructed church, a 250,000-square-foot unfinished hospital, and alfalfa for a famer who wanted it stored properly.

The shrink wrap Enos' company uses is fire-retardant, recyclable and available in four colors (two shades of green, blue and white).

And while a customer might pay \$250 to wrap a boat, at \$1.15 to \$1.35 a square foot, depending on the size of the project, an entrepreneur wrapping, say, an 84,000-square-foot hotel could make — well, you can do the math.

Enos also thinks the unique factor is a selling point with attracting franchisees. “There's no competition. There's never been a franchise out there like this.”

Photo by Fast Wrap.

Read more: <http://www.business-opportunities.biz/2010/02/05/rapping-about-fast-wrap/#ixzz1JQx1guJA>