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AUDIO: For these entrepreneurs, success is shrinking

WEST SACRAMENTO

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- **They'll shrink-wrap just about anything, any size**
- **'It really made sense that this was a business that could work'**

For serial entrepreneur Carrie Lane and her son Ed, a veteran small businessman, success comes in shrinking -- or more precisely, shrink-wrapping things.

They're the co-owners of Lane ShrinkWrap LLC, which does business as Fast Wrap of Sacramento, a company that covers everything from boats to stacks of hay in thick plastic shrink wrap to protect it from the elements and vandals.

A friend, Fast Wrap Co-Founder and Chief Executive Officer Mike Enos, clued in Ms. Lane to the franchise opportunity. "As he was telling me about his business, a little light came on and I thought, wow, this really sounds interesting," she says.

Fast Wrap's crew travels to the customer, carrying all the materials and tools in a single van.

"We can wrap an entire house with this product," says Ed Lane, who has set aside his custom cabinet business to become more involved with the new company. "You see the boats and you see a few other things that are wrapped in shrink wrap material, but to wrap an entire building was very surprising."

Shrink-wrapping a whole building, however, would mean calling in extra hands and expertise from the national company, Ms. Lane says.

(Carrie Lane and Ed Lane talk about their company and the shrink wrapping technique in today's CVBT Audio Interview. Please left-click on the link below to listen now or right-click to download the MP3 audio file to your computer or mobile media device for later listening.)

Mother and son say their company is off to a good start in part because of the recession.

"It really doesn't make a lot of sense until you start looking into it," says Mr. Lane. "You have homeowners that maybe have run out of money or a construction company maybe in the middle of a project and so instead of just having your investment setting out in the weather and being damaged, we can completely encapsulate it."

Customers range from boat owners battening down their vessels for the winter to painters who had to refurbish a large tank that had been painted with lead paint. A Fast Wrap enclosure was used to contain the toxic paint dust, Mr. Lane explains.

Another component to the company, "Same Day Shade," offers an alternative to renting canopies and tents for special events, fundraisers or parties.

Ms. Lane, who has owned other small businesses over the years, says she expects her new company to grow *because* of the recession and continue to grow when better times return.

"People need to keep what they have and because things are bad, they don't want to lose what they've already spent so much money buying," says Ms. Lane. "So I could see that it was something that could be done in good times and in bad times. It really made sense that this was a business that could work."

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