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Company Shrink Wraps Materials at Halted Construction Sites
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By Anuradha Kher, Online News Editor

Reno, Nev.--In the current economic climate, when almost every company is going through challenges, Fast Wrap USA plans to grow and even increase its sales by nearly 40 percent. Fast Wrap specializes in shrink-wrapping everything from construction material and furniture to lumber and boats. With an increasing number of construction projects—be it multifamily, hotels or office—being halted or stopped due to lack of financing or inability to put tenants in the buildings, Fast Wrap is expecting good business throughout the downturn.

“When construction came to a halt, leaving projects uncompleted, the need arose to protect the lumber, the half-built buildings and the machinery,” Mike Enos, co-founder and CEO of Fast Wrap, tells *MHN*. Enos co-founded Shrink Wrap in 2007 with Ken Cassas, the chief financial officer. He adds, “The only other option is to let everything be exposed to the elements and deteriorate. Fast Wrap can help extend the life of assets by two or three times.”

The cost of shrink-wrapping everything at a 200-unit apartment construction site is about $200,000 at the rate of about $1 to $1.50 per square foot.

The company wraps everything so that it is fire retardant, flame resistant and shrinks to fit with the application of heat that forms a powerful, protective seal.

The company currently does work in Las Vegas, Reno, Nev.; San Francisco, Sacramento and Rancho Cucamonga, Calif.; Denver, Dania Beach, Fla. and Coeur d’Alene, Idaho and expects to have 16 to 20 franchisees within the next 12 months. “The goal is to eventually expand to 500 franchises nationwide,” says Enos.

He adds, “The whole world needs wrapping. And in tough times, it’s more important than ever to protect your assets.”

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