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Sherman Goldenberg



Fifth-wheel trailer wrapped with Fast Wrap

While all hands in the area were busy wrapping the final load of presents before Christmas hit last week, a Texas trio was taking the operation to a higher level. Paul Schurr, of Frisco, and the father-son duo of Steve and Bryan Worth — of McKinney and Plano, respectively — have made wrapping their business, opening a branch of [Fast Wrap](#) in the Metroplex, according to the *McKinney Courier-Gazette*.

Fast Wrap, the only national franchisor of shrink wrapping services, operates a fleet of vans that provide mobile shrink wrapping to weatherize and protect anything from recreational vehicles to buildings under construction. In March, Steve Worth heard about the franchise. An oilfield service company he had been running went out of business, and he was looking for ways to

expand on a construction company his son and Schurr are partners in. Each man brings a different specialty: Steve has a background in sales and marketing, Bryan has spent decades in the construction industry and Schurr has worked as a firefighter and paramedic.

"I ran across this Fast Wrap franchise, which kind of appealed to me because it offered not only some applications for wrapping boats and recreational vehicles, but also for roofs that were damaged and disaster relief applications," Worth said.

When he traveled to Fast Wrap's corporate headquarters in Reno, Nev., to receive training, Worth had a chance to witness some of these applications, including the wrapping of a hospital undergoing refurbishment. He also saw the wrapping of a church well into construction before funding ran out. The building had to be sealed off to protect against deterioration and Fast Wrap was contracted. When the job was done, Worth said the transparent wrap allowed sunlight to still pour in, giving the inside of the church the feel of an open building and the sanctuary of enclosure.

Set with corporate training and a van of their own, the entrepreneurs have been pursuing some equally interesting wrapping opportunities. A company contracted by NASA to do 10-12 launches for the International Space Station per year could be one of their future customers. The company test fires rockets outside of Waco and then transports them to Cape Canaveral to be launched, a trip requiring a protective coating. Worth said they'd missed out on that deal this cycle, but were positioned for the job the next go-round.

The DFW Fast Wrappers are also maneuvering to secure jobs wrapping 747 jet engines and wind turbine blades. Recently, the wrap has been put to less dramatic use covering pool chairs for a homeowner's organization.

"You can almost wrap anything that you want to provide a protective enclosure for," he said.

Schurr recently bought a carwash on Eldorado in McKinney, and plans are to use that location as a demo for Fast Wrap, particularly on recreational boats and vehicles. Still in the initial phases, Worth is happy about the new business. Fast Wrap has cited a growth-rate of 200% this year, and he's looking forward to seeing that number take on more local meaning.

"It's one of those products with unlimited uses," Schurr said. "It's just nobody knows we're doing it."



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