

P R O M O WRAP



For Immediate Release

Rick Ennis starts PROMO WRAP, to provide a printed shrink-wrap film wrapping service.

Oakville, Ontario - Rick Ennis a veteran of the warehousing and distribution, and repackaging industries has launched a company that specializes in the wrapping of printed shrink-wrap film. This company is designed to meet the growing needs of the North American food and beverage, health and beauty and consumer goods industries.

"About a year ago we saw an opportunity to offer a re-packaging and printed shrink-wrap film wrapping service, for multi and variety pack promotions," Rick Ennis, President of the newly created firm PROMO WRAP said. "Printed shrink-wrap film demand has grown tremendously over the last few years, because it allows for high impact graphics, has broad consumer appeal and usually results in lower costs than traditional packaging."

While major companies such as Coke are wrapping printed shrink-wrap film on-line, there was no off-line printed shrink-wrap film wrapping service for promotional products, sold through the likes of Costco or other mass retailers.

"The market size for this service is small and the equipment cost is very high, even for major companies. And with every department vying for funding, capital equipment is hard to come by," said Kurt Menezes, Vice President and partner in the new firm. "But the retailers are demanding different kinds of promotions to move products off the shelves and the manufacturers marketing and packaging departments are trying to respond, so we have made the investment in this equipment."

"It has taken over a year of quiet ground work, but the investment in our first printed shrink-wrap film wrapping piece of equipment has paid off and we have just installed a second in our 40,000 square foot facility in Brampton, Ontario," Ennis noted. "We can now wrap most shapes, sizes and configurations of cans, jars and bottles (glass or plastic) and boxes (dry and liquid) with or without trays."

"With the market now 'wrapped up' by us it only made sense to set up a separate company to focus on this unique packaging alternative - PROMO WRAP, that's us!" Ennis concluded.

For more information Contact;

Norm Hastie
Director, Sales & Marketing
hastie@promowrap.com



Caption: Rick Ennis, President of PROMO WRAP, happily shows the results of the printed, shrink-film wrapping service offered by his new company - PROMO WRAP Inc.