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DR. SHRINK INTRODUCES KICK ASS COVERS THE FIRST TURNKEY SHRINKWRAP SOLUTION FOR THE DIY MARKET

MANISTEE, MICHIGAN, MAY 2018 – Backed by 26 years of industry experience, Dr. Shrink has taken the mystery out of shrink wrapping and now offers a step by step program for the small business and home owner to begin protecting their own physical assets. With a combination of best in class products, comprehensive training videos and on-line customer support, the DIY market can now arm themselves with the best solution for winterizing, transporting and storing their own boats, equipment and any outdoor furnishing.

Kick Ass Covers is a logical, easy to follow program for measuring, ordering and installing much stronger shrink wrap around items that used to be covered by flimsy tarps. “Between our hands on installation experience, extensive product offering and the use of social media as our training vehicle, we developed a comprehensive shrink wrapping tutorial for the consumer,” said Mike Stenberg, CEO of Dr. Shrink, Inc. “Shrink wrap is 10 times stronger than tarps, so the consumer now has all the tools and knowledge to better protect their own business and home equipment.”

Dr. Shrink also announced they have selected the Shrinkfast model MZ to be the heat tool of choice for applying the shrink film. “Shrinkfast is very proud to partner with Dr. Shrink on this innovative shrink wrapping program for the consumer market,” said Chuck Milliken, President of Shrinkfast. “Shrinkfast specifically designed the MZ for the DIY market, so including the MZ with Dr. Shrink’s turnkey solution is the perfect match.”

The MZ weighs only 1.75 lbs., operates off a standard BBQ grill propane tank and packs 50,000 BTUs of power. With an output temperature of 729 degrees Fahrenheit, the user has the perfect tool for shrinking a standard 7-mil piece of shrink film. With UL (Underwriter’s Laboratories) CUL (Canadian Division of UL) and CE (Conformité Européenne, pending) testing certifications, the MZ has all of the necessary safety features for the consumer market.

Dr. Shrink, Inc. is a full-service, full circle supplier of premium shrink wrap and installation supplies and accessories. Always meeting the needs of current and future customers, they are noted for their world class customer service, industry first products and experienced application advice for the following industries:

- Consumer/DIY
- Packaging & Transportation
- Marina
- Agricultural
- Construction
- Industrial
- Military