



## Dr. Shrink, Inc. Professional Training Program

### **Description:**

The purpose of this program is to provide professional education and training pertaining to all aspects of operating a shrink wrap business. In addition to hands-on shrink wrap training, we will survey proper shrink wrapping techniques and safety procedures as well as explore appropriate business strategies and potential target markets. We will also discuss marketing campaigns and review insurance as it pertains to business operations.

### **Program Format:**

9:15-9:30 **Coffee and Meet & Greet**

9:30-10:15 **Part I – Introductions & Overview of Shrink Wrap Products – Angela Jolly, Dr. Shrink, Inc.**

During this section we will examine Dr. Shrink's complete line of premium shrink wrap and all installation supplies necessary to do a shrink wrap job. We will discuss each product in detail and explain the uses for each. We will also discuss safety information pertaining to each item.

10:15-11:00 **Part II - Equipment and Safety Overview – Ben Beaumont, Dr. Shrink, Inc.**

*An introduction to equipment and accessories used for shrink wrapping and a thorough examination of required safety procedures to be addressed before and during shrink wrapping.*

11:00-11:15 **Part III – Industry Applications/Markets & Profit Margins – Ben Beaumont, Dr. Shrink, Inc.**

*This section goes over the three main industry applications for shrink wrap. Details on Marine, Industrial, and Construction areas will be highlighted and profit margins for each industry will be discussed in detail. We will also discuss the selling points for our specialty products and how they relate to different applications.*

11:15-11:30 **Part IV- Marketing / Advertising – Angela Jolly & Courtney Skocelas, Dr. Shrink, Inc.**

Lastly, we will go over the marketing services Dr. Shrink offers once you are a customer. Complimentary marketing services in addition to paid, premium packages are available. Logo creation, customizable flyers and marketing documents, and insurance information will be covered. Tips on starting and continuing social media efforts will also be discussed.

11:45-12:30 **Break and Lunch** (lunch is provided by Dr. Shrink)

12:30-4:00 **Part V- Professional Shrink Wrap Training** – Ryan Polcyn / Ben Beaumont, Dr. Shrink, Inc.

During this section we will perform hands-on shrink wrap training on a boat. Again, we will discuss the appropriate safety measures pertaining to each of our products as they are used. We will demonstrate proper operation of the Shrinkfast 998 heat tool and extensions. Everyone will have the opportunity to operate the heat tool on all of the items demonstrated. We will also show how to build a durable support structure for boats and review the proper techniques to secure shrinkwrap to other types of machinery, industrial equipment, and scaffolding.

We will also wrap a forklift to give a general idea of how a piece of machinery/equipment is covered.

\*\*\*Each participant must wear OSHA approved safety glasses during Professional Shrink Wrap Training—if you do not have a pair of your own to bring with you, Dr. Shrink will gladly provide them\*\*\*

4:00-4:30 **Final Question & Answer Session / Place Orders**

Please don't hesitate to contact Ryan or Ben with any questions, comments or concerns.

***WARNING: This shrink wrap can burn. If heat is applied incorrectly, shrink wrap can ignite into open flame. It can also drop down on to other combustible material and cause secondary ignition and fire. If at any time you observe the shrink wrap on fire, immediately stop what you are doing and carefully inspect the area where you are working for a possible fire. Keep a fire extinguisher available at all times!***