

Enterprising Mom Builds a Thriving Business with Her Solution For Beautifying Basement Poles

DETROIT, MI (SEND2PRESS NEWSWIRE) – Pole-Wrap, Inc. (www.PoleWrap.com), the best solution for finishing basement poles, today announced that sales have increased ten-fold in just two years, proving that old adage that when it comes to most things, including concealing unsightly basement poles, mom really does know best.



Send2Press® Newswire “We

finished our basement when my daughter was 2 and I was pregnant with my son,” explained Laurie Coleman, Pole-Wrap Inventor and President of Pole-Wrap, Inc. “My husband did the work himself, but when he was done we had this ugly pole right in the middle of our beautiful new recroom. We didn’t want to box it in because that took up too much room and didn’t look attractive to us. So we went to home improvement stores searching for a product to finish our pole and found nothing.”

(Photo Caption: Pole-Wrap, The Best Solution for Finishing Basement Poles)

“That’s when we came up with the Pole-Wrap system and our unsightly pole became a beautiful focal point. A few weeks later I gave my sister a baby shower and I was expecting everybody to compliment us on our newly finished basement. Instead, everybody raved about our pole! That’s when I realized that Pole-Wrap was the business idea I’d been waiting for. My dad, who was

also an inventor and owned a successful manufacturing company, told me that when the right idea came along I would know it and he was right!"

Pole-Wrap consists of premium red oak strips on a flexible backing which glues easily to poles for a beautiful finishing touch. Pole-Wrap is available in three sizes ranging in price from \$39.95 to \$149.99, and all Pole-Wrap systems can be stained or painted to match any décor. An optional solid red oak cap and base set are also available. Pole-Wrap can be purchased at most major home improvement stores including The Home Depot and Lowe's, and can be ordered online at www.asktooltalk.com.

Pole-Wrap, Inc. is an 11-year old company based in Troy, Michigan. Pole-Wrap distribution has grown significantly and the product is now carried in major home improvement stores throughout the mid-western and northeastern United States. The officers of the company are Laurie Coleman, President, and Dan Coleman, Vice President.

For more information please visit: www.PoleWrap.com

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