

Business in the bag

This is called being taken to the cleaners in reverse.

Two young local entrepreneurs decided to take the idea of truth in advertising and turn it into a profitable business when they started printing advertisements directly on to dry cleaning garment bags across the GTA.

The garment ad-bags, a first in Canada, is currently featuring advertisements from Country Style and Komandor Closets @ the Bay and the two young men couldn't be happier with the results.

Statements Media, founded by 21-year-old Adam Watson and 23-year old Joseph Magnotta started out earnestly enough four months ago and today, business is hopping.

"It was actually my partner Adam who did this as a school project, a university

feasibility study and competition," notes Magnotta.

"Out of more than 100 different teams, his idea won the competition," the prestigious Robert G. Siskind Entrepreneurial Award.

It also launched the two into a new career avenue. "We spent the whole summer getting dry cleaners on board — there are more than 100 on board right now — plus approaching advertisers with the idea.

"That's how we started the business."

First month

In the first month of operation, the company distributed over 125,000 dry cleaning ad-bags.

The bags, which exclusively feature one company at a time, are used by both independent and larger chains, such as Sketchley's, London

and Top Hat cleaners.

The two plan to stretch the garment ad-bags concept from Toronto to London, where the two attended the University of Western Ontario last year.

"Adam and Joseph came to me with a vision that they have since made a reality — these bags will undoubtedly change the dry cleaning industry," notes Robert Talucci, president of Top Hat Cleaners.

The concept of printing advertising on the bags is quite common in the U.S., note the two partners.

"It's quite successful and pretty much the norm. We supply the plastic bags free to the companies and they have their client base — it's a win-win situation."

Check out Makeyourstatement.ca for more info.

— Rita DeMontis

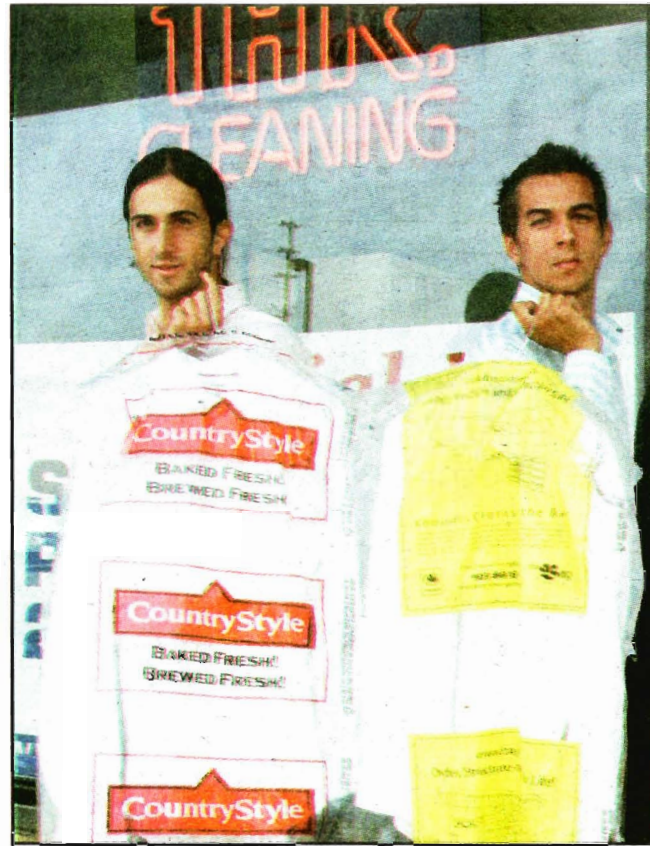


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Joseph Magnotta and Adam Watson with ad-bags.