

## **BungoBox Media Kit**

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### **Company Overview**

Founded in May 2009, BungoBox rents reusable, interlocking plastic moving containers to save consumers time and money over traditional moving methods. BungoBox serves markets in the U.S and Canada For more information about BungoBox, visit [www.bungobox.com](http://www.bungobox.com).

## Our Story

The problem with being an entrepreneur is, when you spot a good idea, you just can't turn it down, no matter how much you've already got on your plate. Such is the case for Bob Cannon (@Bob\_Cannon), co-founder and president of BungoBox.

As soon as he heard about his cousin Tom Cannon's (@Tommy\_Cannon) earth-friendly idea to rent plastic, recyclable moving boxes, he was on board. "I was blown away by the concept.," says Bob. "The simplicity, and the fact that it would help keep waste out of our landfills was even better."

Plus, Bob was moving at the time, and Tom prompted him to test out the boxes himself. "I fell in love with the concept even more after that," says Bob. "They are kind of like life-size legos, stackable and efficient. I thought, wow, a cardboard-free move, that could really change the landscape of the entire moving process."

And there you have it. BungoBox was launched in May 2009 and continues to rapidly expand. Part of Tom and Bob's success might be the fact that they come from a long line of entrepreneurs. Tom's dad has owned Central Florida Heating & Air for 30 years, and Bob's dad has been a real estate investor for 35 years. The other factor playing a part, surely, is the cost. It's actually cheaper to rent BungoBoxes than to buy cardboard boxes and all the supplies that come with that (packing tape, styrofoam, etc.) "It's a no-brainer for consumers because they are saving money and at the same time being earth conscious," says Tom.

Surprisingly, until now, there really hasn't been a good alternative to using cardboard. "We've been using the same environmentally unfriendly materials for the past several hundred years," says Tom. "And, unfortunately only half of the cardboard Americans use actually gets recycled. The rest gets tossed into the garbage."

If it's up to Tom and Bob, though, that will all change. "Who knows," says Bob, "Maybe 20 years from now cardboard will be a thing of the past."

## **How It Works**

The concept is simple. A BungoBox truck delivers the stackable moving boxes (a large box of about 2.5 cubic feet rents for \$1.75 a week, each additional week is 50 percent off) to a customers' doorstep. Once they've been unpacked, BungoBox picks them up at the new residence. In other words:

1. The customer calls BungoBox or places an order online.
2. We help the customer determine the number of boxes needed.
3. We deliver the boxes to the customers' doorstep.
4. The customer pack up belongings and moves to the new home.
5. The customer calls us and we promptly pick up the boxes at the new home.

## **Awards and Honors**

- 2012 OBJ Small Business of the Year
- Featured on Bloomberg TV's The Mentor, forbes.com, CBS Radio, AOL.com, YoungUpstarts.com, St. Petersburg Times, Denver Business Journal, Orlando Business Journal, Tallahassee Democrat, the Chronicle Herald and moving.com, among others.
- Recipient of the 2011 Orlando, Inc. B.I.G. Summit Shark Tank. Named "most Investable"
- Recipient of the 2010 Orlando Inc. B.I.G. award for business innovation & growth
- Recipient of the 2010 Central Florida Lifestyle Eco-Effort award
- Habitat for Humanity board of directors
- Orlando Inc. board of directors
- Startup Weekend Orlando co-organizer and judge
- Ephraim Project holiday clothing drive

## Fast Facts

- The corrugated cardboard box was invented in 1890 by Robert Gair. An alternative to using cardboard boxes for moving purposes has not been thought up -- until now.
- Americans spend approximately \$10 billion on moving and packing services and products annually, according to the American Moving and Storage Association.
- Only about half of cardboard that Americans discard actually gets recycled, according to the U.S. Environmental Protection Agency. And since the average American moves more than 16 times in a lifetime, all the bubble wrap, Styrofoam peanuts and boxes really add up.
- According to the Energy Information Administration, the waste produced in the United States has more than doubled over the past 30 years, from 88 million tons in 1960 to 236 million tons in 2003.
- Twenty percent of the U.S. population -- or one fifth of all Americans -- move residences each year.
- When you reuse cardboard boxes, they can last for approximately four moves, according to U-Haul International, however, many times they are discarded after only one move and end up in a landfill.
- On average, a typical U.S. resident will relocate 16 times in a lifetime, or about once every five years. If you use an average of 50 boxes per move, each person runs through about 800 cardboard boxes alone in a lifetime.
- The concept of renting reusable plastic bins is certainly not new. In the past, however, it's been limited to Fortune 500 companies, moving from office to office. Or, supermarkets and pharmacies that need to move products.
- BungoBox was founded in May 2009. Since then, the company has launched franchises in the U.S., and Canada. See next page for listing of all locations. For more information about BungoBox, visit [www.bungobox.com](http://www.bungobox.com).

## **U.S. Locations:**

1. Orlando, Florida
2. Tampa, Florida
3. Ft. Lauderdale, Florida
4. Gainesville, Florida
5. Jacksonville, Florida
6. Tallahassee, Florida
7. Atlanta, Georgia
8. Charlotte, North Carolina
9. Raleigh, North Carolina
10. Washington, DC
11. Manhattan, New York
12. Albany, New York
13. Austin, Texas
14. Denver, Colorado
15. Connecticut (entire state)
16. Phoenix, Arizona

## **Canadian Locations:**

1. Halifax, Nova Scotia
2. Edmonton, Alberta
3. Cape Breton, Nova Scotia
4. Vancouver, BC

## **Feature Story Ideas**

### **Moving Day Minus the Waste**

When Greg Dalglish moved from Columbia, SC to Orlando, Fla., rather than shelling out several hundred dollars on cardboard boxes and supplies he opted for a different route: renting 35 plastic moving boxes from BungoBox. “The thought of hunting for used cardboard boxes was not appealing since it is very time consuming to find the right quantity and sizes of boxes that a move requires,” says Dalglish. “It just made more sense to use a reusable, environmentally conscious product over the alternative. It was an added pleasure that we did not have to haul used cardboard boxes away at the end of our move.”

“Usually, when people are moving, they are so exhausted by the end of it all, they are willing to just chuck the cardboard and packing peanuts in the trash and call it a day,” says Bob Cannon, co-founder and president of BungoBox. “Most people are familiar with the concept of ‘reduce, reuse and recycle,’” says Bob. “Recycling is always a good thing, however, reuse is even better.”

### **Americans Don't Stay Put**

Twenty percent of the U.S. population -- or one fifth of all Americans -- move residences each year. So, on average, a typical U.S. resident will relocate 16 times in a lifetime, or about once every five years. Needless to say, that adds up to a colossal amount of moving-related waste. And the moving and packing market only continues to grow. In fact, according to the American Moving and Storage Association, Americans spend approximately \$10 billion on moving and packing services and supplies annually. Surprisingly, the way we pack our things and move from one abode to the next has not significantly changed over the past several hundred years -- until now. With BungoBoxes, consumers now have an alternative to cardboard.

### **It's All in the Family**

They say entrepreneurship often runs in the family. That certainly rings true for cousins Tom and Bob Cannon. Their parents had start-up savvy -- Tom's dad owned Central Florida Heating & Air, which was founded by Tom's grandfather in 1978; Bob's dad has been a real estate investor for 35 years. Interestingly, almost 50 percent of business founders had a parent who started a small business first, according to a Ewing Marion Kauffman Foundation report released in 2009. “This drive to create a business from scratch definitely came from our family members,” says Bob. “We've been exposed to family-run businesses our entire lives, so we've had plenty of time to learn.”

### **Recession Breeds Smart Ideas**

“Had this been a good economy, BungoBox probably would not have been launched,” says Bob Cannon. Fortunately, the sideways economy worked in his favor. “We were able to get the business up and running without a huge investment of capital. Better yet, there was talent available because people were either out of work or work was slow.”

“We bought our building for 50 percent less than we would have a year ago,” he says. “Plus, our trucks and all our expenditures were bought at a discount.” And it doesn’t hurt that the business got its start in Orlando, which is the 17th best place to launch a new business, according to a 2010 Portfolio.com/bizjournals study.

### **Growing Kids and a Growing Business**

How do Tom and Bob balance the long hours of launching and maintaining a business and manage to spend quality time with their kids? “It’s not easy,” say Tom. “In fact, embarking on a start-up and juggling a family might be the closest thing to insanity that I have experienced. My wife Heather works nights as a registered nurse so that she can spend her days doing fun activities with the kids and volunteering at their school. While doing all of this she is also working on her master’s degree in nursing. We are like ships passing in the night sometimes.” It can be exhausting, indeed, however Tom and Bob have plenty of tips about how to make it work.

## **Meet the Team**

### **Tom Cannon, CEO and co-founder**

Over the past 20 years, Tom Cannon, 40, has served in the United States Navy during the First Gulf war, been instrumental in the launch of three successful companies, held executive-level positions in sales, marketing and management and today is the CEO and co-founder of BungoBox. He's a graduate of the University of Florida, with a degree in advertising, and a graduate of the University of Central Florida, with a degree in history. Tom has traveled extensively but has always made his way back to his birthplace to be with his friends and family in Orlando, Fla. When he's not rethinking the way Americans move from one location to the next, he is soaking up the Central Florida lifestyle. And that means boating, fishing and enjoying the outdoors. He loves spending time with his wife Heather and three children, hanging out with his friends and, of course, being a part of the Gator Nation.

### **Bob Cannon, president and co-founder**

After completing studies at the University of Central Florida, Bob Cannon, 44, followed his entrepreneurial tendencies and became a commercial real estate investor and broker. He was a partner in Trycon Inc., an Orlando-based real estate investment firm, for 20 years and developed and managed more than 60 commercial shopping centers throughout the Sunshine State. Bob has recently retired from the day-to-day investment operations at Trycon to focus his skills on a new venture as co-founder and president of BungoBox. In addition to helping run BungoBox, there's plenty of excitement at home, too. Bob, who lives with wife, Rebecca, and two kids in Lake Mary, Fla., is expecting twins soon. When he's not playing the all-important role of super-dad, he is likely swinging a golf club or globe trotting to his favorite locales, including Paris, where he got married in 2007.

## **FAQs**

### **Is BungoBox a moving company?**

No, the moving is up to the customer.

### **May a customer keep BungoBoxes longer if necessary?**

Yes, standard rental terms are for one week. If you need them longer, BungoSupplies will be rented to the customer at 50 percent off each additional week.

### **Can BungoBoxes be purchased?**

Yes, customers may either buy them when ordering or just tell the driver who picks up the BungoBoxes how many they would like to keep.

### **Does the BungoBoxes rental cover both delivery and pickup?**

Yes, pickup and delivery is included in the BungoBoxes rental price.

### **How big are the boxes?**

We have two sizes of BungoBoxes. The large (L) BungoBoxes is 2.5 cubic feet and is 27" long x 17" wide x 12" high. The extra large (XL) is 3.8 cubic feet and is 28" long x 20" wide x 15" high.

### **How does BungoBox deliver and pickup the BungoBoxes?**

Our BungoBox truck and driver will deliver boxes to the customer's front door or garage. They stack neatly inside of each other and don't take up much room.

### **Does BungoBox cover long-distance moves?**

Please check our serviceability by zip code widget. Just put in your delivery and pick up zip code. When in question, just give us a call.

## What It Costs

Believe it or not, it can be cheaper to rent plastic bins short-term as opposed to buying cardboard boxes. Our prices are below. **Each additional week is 50 percent off.**

### **BungoBoxes (Large)**

Made of durable, recyclable plastic, BungoBoxes stand up to stacking and rainy days much better than typical cardboard moving boxes.

27 x 17 x 12 = 3.0 Cubic Feet

\$1.75 per week/box

### **BungoBoxes (Extra Large)**

Our extra large BungoBoxes holds roughly a cubic foot more than the large.

28 x 20 x 15 = 3.8 Cubic Feet

\$2.25 per week/box

### **BungoWheels**

BungoWheels function like a dolly and are custom-sized to fit the BungoBoxes, allowing them to stack easily.

\$5 per week/dolly

### **BungoWrap**

The 100 percent recycled and biodegradable wraps are handy when packed fragile items.

\$18 per 10 pounds

(approx. 175 sheets)

### **BungoZips**

These zip ties are stronger and less expensive than packing tape. They come in packs of 50.

\$3 per 50 zips

### **BungoWardrobes**

With a BungoWardrobes box, customers keep clothing on hangers for a quick and easy transfer into the new closet.

\$5 per week