

Beyond Storage Succeeds Beyond the Franchise, Reports Captiva Marketing

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For Immediate Release

ST. LOUIS, Mo./EWORLDWIRE/Sep. 5, 2008 --- With production teams busy, a steady flow of jobs to install, and designers seeing more new prospects than ever, the public won't hear much complaining at Beyond Storage. Despite question marks in the economy, David Gast, owner of the hometown space improvement business, is sleeping more comfortably than he did three years ago. In the fall of 2005, Gast wrestled with the biggest decision in the 20-year life of his family's business: continue to be taxed with franchise fees to remain under the safe haven of a large national brand, or risk his future to establish a unique local brand. He knew he could build a better closet; he was determined to build a better business.

Now three years removed from the launch, Gast attributes a successful transition to the basic premises which led him to leave the franchise system in the first place:

- . Beyond Storage pays no franchise fees and passes this savings along to customers
- . Beyond Storage can focus solely on the St. Louis market
- . The family business has been improving St. Louis spaces since 1985, with expertise that exceeds any competitor in the marketplace
- . Beyond Storage is free to source the best materials and accessories available for its customers; the business is not limited to a list of corporate-approved, preferred vendors.

That's not to say Gast is resting on his laurels. To the contrary, during the past three years, he has added new hardwood and green lines to the Beyond Storage product mix.

"Ultimately, we felt we were just paying for the name," says Gast. "In more than 20 years, we've seen and met virtually every space improvement challenge imaginable. We share this expertise with our customers and we do it for less since there's no franchise fee to pay."

Beyond Storage is committed to the St. Louis market, both in terms of the customers it aims to reach, and its choice of business partners. Whenever possible, Beyond Storage seeks to do business with other St. Louis businesses, such as Captiva Marketing and Wilkes Group, providers of web design and direct mail services respectively.

"In the end," adds Gast, "we'll succeed if we deliver a consistently high-quality product, at a competitive price, and with unsurpassed service no matter what we're called."

Beyond Storage, a space improvement company, began operations in 1985 as St. Louis' first custom closet franchise. In 2005, the company adopted its current name to reflect the expanded scope of its business. Beyond Storage has designed more than 50,000 systems including closets, garages, pantries, entertainment centers, kids' rooms, laundry rooms, mud rooms, home and commercial offices, and more. Beyond Storage operates a state of the art wood fabrication and lamination facility, where it manufactures each system to custom specifications. Learn more about Beyond Storage at '<http://www.BeyondStorageSTL.com>'.

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CONTACT:
David Gast

Beyond Storage
2033 Concourse Drive
St. Louis, Missouri 63146
PHONE. 314-997-0150
EMAIL: info@beyondstorageestl.com
<http://www.beyondstorageestl.com>

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SOURCE: Beyond Storage