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## Nova's Inspirion wins first big order for rotomolded containers

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PLASTICS NEWS STAFF

PITTSBURGH — Inspirion Ventures Inc. — a unit of Nova Chemicals — has taken its first large commercial order for its line of Cosmo-brand moving and storage containers.

The company placing the order for 1,000 Cosmo units is Covan World-Wide Moving, a shipping firm based in Midland City, Ala. In a news release, Covan President Jeff Coleman said that the Cosmo container "is a unique product offering that allows us to provide a safe, sustainable and cost-effective moving and storage solution to our customers."

Covan used some of the Cosmo units for the first time late last month for a residential move in Dothan, Ala.

Cosmo containers are collapsible and include 250 cubic feet of storage space, but are less than three feet high when collapsed after delivery. When fully extended, each unit is eight feet long, eight feet high and five feet wide.

"We had been working for seven years to develop this type of unit," Covan spokesman Adam Hall said. "We tried to use metal, but they didn't work and they weighed three times as much as these [Cosmo] containers do."

"Then Nova approached us with this [Cosmo] idea and it clicked."

Officials with Pittsburgh-based Inspirion said that the containers provide significant freight, weight and storage savings for moving and storage companies.

"Working with an expert like [Covan] gives us the opportunity to better understand the moving and storage industry — ultimately delivering a better product to the market," Nova/Inspirion business development director Alan Schrob said in the news release.

The Cosmo line also allows a resin maker such as Nova to diversify its product mix.

"For us to work with the Cosmo units and use our [Surpass] resin in the application allows us to work a little farther down the line," Nova spokesperson Jennifer Moorhouse added.

Cosmo containers are rotational molded from Nova's Surpass-



Inspirion Ventures Inc.'s Cosmo-brand moving and storage containers are used in a recent residential move in Dothan, Ala. (Covan World-Wide Moving photo)

brand polyethylene and are produced by rotational/blow molder Plasticraft Corp. in Darien, Wis. Plasticraft is the exclusive molder of the Cosmo product.

Inspirion — wholly owned by Nova — plans to market the Cosmo line through direct sales and through distribution channels.

Nova's Moorhouse added that Cosmo units could be made in different sizes if the product proves a success in different markets. There currently are no plans to sell Cosmo units through mass market retail.



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