

**For more information, contact:**

Lisa Frymark  
Public Relations Account Executive  
Nelson Schmidt  
(414) 224-0210  
lfrymark@n-s.com

Dan Gallery  
President  
Carts of Colorado  
(800) 227-8634  
dagallery@cartsofcolorado.com

***FOR IMMEDIATE RELEASE***

**CARTS OF COLORADO AND IRP OFFER AFFORDABLE MOBILE SOLUTIONS**

ENGLEWOOD, Colo. (May 14, 2004) – Carts of Colorado (COC) has entered into a strategic partnership with Iowa Rotocast Plastics (IRP) to provide more economical solutions for their customers’ retail and merchandising efforts. The collaboration leverages both companies’ strengths to provide its customers with unique and economical solutions to grow their businesses.

In this partnership, IRP will introduce Carts of Colorado to its national beverage manufacturer clients by marketing COC beverage carts. In turn, Carts of Colorado will integrate IRP components into its “Vendor Series” of mobile merchandising solutions. This new product line will complement Carts of Colorado’s higher-end product offerings across various price points, providing budget-conscious customers with the opportunity for a quality product with a higher return-on-investment.

“Both Carts of Colorado and IRP are leaders in our respective categories, and we were impressed with what their top-notch management team has done in the beverage market,” said Dan Gallery, president of Carts of Colorado. “Not only will this partnership introduce Carts of Colorado’s high-quality product to IRP customers, but the implementation of IRP products in our new Vendor Series means that customers with limited budgets can now look to Carts of Colorado for affordable solutions.”

As the leading supplier of plastic products specifically designed to ice down single serves, IRP recognized its beverage customers’ needs to incorporate additional functionality, including fountain, refrigeration and lightweight but durable hot and cold food carts.

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“The possibilities for incorporation, coupled with the guarantee of durability that only IRP and Carts of Colorado can provide, will ensure the customer is getting the best product available anywhere on the market,” said Steve Rolfs, IRP vice president of sales.

“The Vendor Series is truly operational,” Gallery adds. “Unlike competitive static products, these carts can both cook and hold food.” Among the first products resulting from this collaboration is the Universal Cooler, a hot/cold mobile merchandising system.

Carts of Colorado Vendor Series products will include broad offerings at various affordable price points. While the products will come standard, customers can contact Carts of Colorado to discuss custom applications.

#### **About Carts of Colorado**

Based in Englewood, Colo., Carts of Colorado is the leading manufacturer of mobile and modular marketing systems. For more information, visit them at [www.cartsofcolorado.com](http://www.cartsofcolorado.com).

#### **About Iowa Rotocast Plastics**

Iowa Rotocast Plastics, Inc., headquartered in Decorah, Iowa, is a full-service manufacturer of high-quality plastic ice barrels, portable bars, concession carts and POS (point-of-service) displays. For more information, visit IRP at [www.irpinc.com](http://www.irpinc.com).

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