



KATHLEEN LAVINE | BUSINESS JOURNAL

Spools of wire surround Kurt Fisher, managing partner and founder of ZamRay LLC.

## Leftover construction items find a home at ZamRay.com

BY CATHY PROCTOR  
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When a construction project ends, piles of material, such as wire, drywall sheets and pieces of lumber can be left unused.

Typically, the items sit in a warehouse and can't be used on another project. Many times, the stuff ends up as garbage in a trash bin because it's big and bulky, and suppliers can charge up to 75 percent of the purchase price as a restocking fee.

That's where ZamRay.com comes in, said Kurt Fisher, managing director of the new, Westminster-based Internet startup ZamRay LLC.

Call it a Craigslist for the construction industry.

"Craigslist is good for personal items, but not for construction," Fisher said. "I thought we needed a reputable venue for equipment, a place for contractors to buy and sell all their leftover material."

Fisher's idea landed about \$500,000 in seed money in September from National Energy Services and Investments LLC (NESI), an investment company managed by executives from Northern Electric Inc., a commercial and industrial electrical contractor based in Westminster.

The website, ZamRay.com, went live in January. About 1,000 people have registered to buy or sell items on the site. About 100 have posted ads, which cost \$24.99 for 90 days. At the end of April, 25,000 items were listed on the site — most of them pieces of electrical equipment, Fisher said.

At the website's current pace, Fisher expects the company to be profitable in the first quarter of 2012.

Construction associations and people who work in the industry say there's nothing like it in the industry.

"There's a lot of waste on a construction site, products that aren't used due to changes in the project, and they become a cost to the contractor and the project," said Debra Miller, executive director of the American Subcontractors Association of Colorado.

"The question is, how do you unload them? They tend to stockpile and take up space in a warehouse or a storage yard."

ZamRay has partnered with ASA Colorado and the subcontractor group's na-

tional association. The association promotes ZamRay to its members, who get a 15 percent discount on ads they post on the site via a promotion code. ZamRay, in turn, pays the association \$5 for every ad a member posts.

### Test found 60 percent savings on project

Miller said she tested ZamRay by looking for materials needed in a typical basement remodeling job, and found she could save 60 percent on drywall, paint and carpet from standard supplier costs.

"The beauty of ZamRay is that it's not just for another construction business to buy things, but that smaller companies might need these things because they're working on smaller projects," she said.

Craig Barnes, president of Barnes Electrical Contracting Inc. in Lafayette, heard about ZamRay from a neighbor who also works in the construction industry.

"We end up with material left over from job sites due to changes in the scope," said Barnes, who employs 45 people and

expects his company to generate about \$5 million in revenue this year. "It will be handy for us to post items as they come back and not have to warehouse it."

Barnes posted a new \$1,600 electric meter stack, with openings for five meters, which is ideal for use in a four- or five-unit building. The stack became available when a job was canceled. He set the price on ZamRay at \$850. It hasn't sold yet.

ZamRay has four employees and plans to hire more if it can raise another \$500,000 to \$1 million from new investors.

Fisher said he would spend the money on marketing ZamRay in the industry, and hiring an ad salesperson and someone experienced in the dot-com industry to help grow the company.

"We have 150 years of combined experience in the construction industry," Fisher said. "We're beyond proof of concept. We've heard and seen enough to know we're pretty special. We need someone to take us to the next level."

"Our goal is to make ZamRay a major player in the construction industry."

### DETAILS

**Company:** ZamRay LLC

**HQ:** Westminster

**Top exec:** Kurt Fisher, co-founder and managing director

**Online:** zamray.com