

# Screenmobile finding window of opportunity is still open

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Open virtually any newspaper or turn on the TV and you're bound to hear gloom and doom about the nation's economy. Fuel costs have skyrocketed, homes are in foreclosure, banks are in jeopardy and food prices keep rising. But Jason Oldham's business appears to be doing just fine.

Oldham owns a San Gabriel Valley "screen machine" franchise of Screen-mobile, a Palm Desert-based company that offers mobile service to rescreen doors, windows and other products for home and commercial use.

Screenmobile was established in 1982 when Monty Walker and his sons, Scott and Monty Jr., stumbled upon a niche market while working as handymen in the San Gabriel Valley. Many customers began asking if the Walkers could take their damaged screens to the hardware store where the Walkers picked up their supplies. Walker and his sons ultimately opted to make a screening station in their garage and do the work themselves. When their customer base became more spread out, Scott decided to move the screening station from the garage into a utility trailer. The new setup allowed them to complete more screening jobs in less time, and Screenmobile was born.

Oldham - whose franchise is almost a year old - says he's keeping pretty busy these days, despite an economy that is less than stellar. "I do anywhere from one to seven jobs a day," the 42-year-old Covina resident said. "Most of the damage comes from window cleaners who take the screens out to clean them. They also get damaged by teenagers, dogs, cats and family members who accidentally walk through screen doors." With his fully stocked truck, Oldham is able to drive straight to a job site and rescreen or repair windows, sliding screen doors and porch screens. "He did some work for me a couple weeks ago," said Hany Jacob of Glendora, who had Oldham install a security screen at his parents' home. "It was just a regular screen door before, but this one is steel with locks on it. And he put a wood frame around it so it fits tight." Jacob said he was happy with Oldham's work. "Jason's pretty talented," he said. "He's also a general contractor, so he's able to include that into his screening as well. It went real smooth."

Oldham's franchise covers most of the San Gabriel Valley, with the exception of Duarte, Monrovia and Pasadena. And why has Screenmobile done so well when other businesses are struggling?

"Screenmobile is pretty well recognized," Oldham said. "We've been pretty successful with the branding we've made - and our reputation supersedes anything else."

For more information about Oldham's Screenmobile business, call (626) 335-8813.

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