

dkc NEWS from

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Full-service storage

One of the most essential tricks to maintaining a stylish pad is winning the war on clutter.

Scott Sinclair found that out the hard way when he downsized from his 2,000-square-foot pad on the Upper West Side to a place half that size in the same 'hood. Struggling to fit all his stuff in his new, smaller place gave him a sound business idea.

Last week, Sinclair launched [The Box Butler](#), a white-glove storage-delivery service.

With just a click, you can hire someone from the service to come pack up your clutter. Or, if you're more the DIY type, you can pack it yourself and just have the service come haul it away.



Everything is stored in neat, lockable storage containers built from recycled plastic. And you can take items out of storage anytime using your virtual e-closet. Just go online and request your stuff, and it can all be back at your place just four hours after you place the order. (In other words, no more running to out-of-the-way hellholes where rodents might run over your toes while you're scrounging through old tattered boxes and praying you won't get mugged.)

Sinclair based his idea on online grocery shopping and delivery services. Offering service in New York City, Hoboken, Jersey City and the Hamptons and Jersey Shore, The Box Butler charges \$18 per delivery with 12 to 24 hours notice during standard hours, \$50 to rush a delivery within four hours during working hours and \$100 to deliver within four hours during off hours.

Storage is priced separately, with a variety of options available. The standard wardrobe container (\$29.99 a month) consists of strong recycled plastic and measures 16 cubic feet (2' x 2' x 4'). This mini-closet also comes with a built-in hanging bar and has space for shoes and sweaters along the bottom.



The trunk container (\$14.99 a month) measures 3 cubic feet (28" x 20" x 15") and is great for storing dishes, books, clothes, pictures, holiday decorations, toys or anything else that will fit -- up to 100 pounds.

The top stacked container (\$9.99), (27" x 17" x 12") works well for files, records, books, pictures, glassware and the general "stuff" that tends to accumulate. (Stuff you generally don't want or need but for some unknown reason can't bear to part with.)

And, finally, the shelf-wardrobe combo (\$34.99 a month) gives you a little room for adjustments, with shelves that can be placed at four varying heights. This container is good for stacking items like sweaters, jeans and t-shirts and fits about an armoire's worth of clothing or 25 boxes of shoes. --

Jennifer Gould Keil