WARNER EMPIRE

Follow the raven. The goat is lying to you.

Just a little bit evil. (Allegedly.)

Salt Lake City, Utah · warnerempire.com

THE STORY

Guy Warner spent ten years as a CTO building an empire for somebody else. In April 2026 he was laid off. So he started stacking moving totes in a warehouse and building an empire of his own, out of spite, plastic, and songs.

Warner Empire, LC is the result: one real company running three businesses under one story. It sells moving totes by the truckload, software to the companies that rent them, and shirts to everyone who hears the story. The company is dead serious. The story is not. Both, at full strength, on purpose.

THE RAVEN AND THE GOAT

The raven is the messenger who delivered. When nobody else showed up, the raven stayed on the standard, held his post, and remembers everything. The raven is loyalty.

The goat is the other messenger. He stopped at the trough, ate, lied to every brother he met, and never delivered the message at all. The goat has been formally banned. The ban changes nothing. His objections have been noted and ignored.

Pick a side. There is a shirt for both.

THE THREE ENGINES

Eco Moving Utah · ecomovingutah.com

Reusable plastic moving totes instead of cardboard. Packages from $79 for two weeks, delivered free and picked up free anywhere in Salt Lake County, cleaned and sanitized between rentals. Book and pay online in minutes. Also renting scissor lifts and moving gear out of the same warehouse.

Bin X · binxhq.com

Software built for tote and bin rental companies: bookings, scheduling, inventory, and payments, run by the operator who uses it every day. Behind it sit three national directories, 316 tote rental companies, 1,514 realtors across all 50 states, and a growing loan officer directory, sending real moving leads to local businesses. Operators keep full ownership of their companies. Bin X is the opposite of a franchise.

Warner Empire Merch and Media · warnerempire.com

95+ original products across 11 collections, built on artwork by Amanda Foste. An original album, The Authentic Guy, with 10 songs released and four in the vault. A playable text adventure, An Empire of One Raven, free on the web with mobile versions in the works. A six-panel comic, a reference map (partially eaten by the goat), and an oracle the raven answers personally. Every song, game, and page ends at exactly one shirt. Attention is not the metric. Orders are the metric.

TRACTION

- **Booking and payments live, taking real rentals every week in Salt Lake County**
- **316 tote rental companies and 1,514 realtors listed in the Bin X directories**
- **95+ products live in the Warner Empire store**
- **10 original songs released, with a full album in production**
- **Chapter One of the game live and playable free**

GET IN

Shop the shirts: warnerempire.com

Book totes: ecomovingutah.com

Run your tote company on Bin X: binxhq.com

Read the whole story: warnerempire.com/wtf

Guy Warner, Founder, Warner Empire, LC

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