



## PRESS RELEASE

12715 Telge Road  
Cypress, Texas 77429  
Phone: 281-256-4100

[www.iced.net](http://www.iced.net)

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Contact: Bob Fisher, VP Marketing, ICED  
Phone: 281-256-4100  
Fax: 281-373-4450  
[bfisher@iced.net](mailto:bfisher@iced.net)

### **ICED Names Executive Staff for Kwik Kopy Business Centers and Parcel Plus**

CYPRESS, Tex. – The International Center for Entrepreneurial Development (ICED) has promoted three individuals to top-level positions in two of its franchise brands, Kwik Kopy Business Centers (KKBC) and Parcel Plus (PP). Bob Metzger has been named chairman and chief executive officer of KKBC and Parcel Plus. He retains his position as president and chief executive officer of Kwik Kopy Printing, American Wholesale Thermographers, The Ink Well, Franklin’s Printing and Copy Club, printing brands under the ICED umbrella of franchises. Jay Groot has assumed the role of president and chief operating officer of Kwik Kopy Business Centers and Bryan Buford was selected president and chief operating officer of Parcel Plus.

“As the printing and pack and ship industries become more competitive, it is critical to have talented leaders who are known both for their forward thinking vision and practical approach to business,” says Bud Hadfield, chairman of ICED. “Kwik Kopy Business Centers and Parcel Plus are in excellent hands.”

During his tenure at ICED, Metzger has served as corporate vice president, president of Demand Graphics Research & Strategic Alliances and director of business development. Prior to joining ICED he operated a printing industry consulting practice after spending 17 years as owner and president of a full-service commercial printing company.

Jay Groot, who joined ICED in 1989, has served as director of franchise services, director of continuing education, director of training and education, manager of business development, and most recently, as director of operations for KKBC. Jay has also profitably managed two Copy Club centers owned by ICED.

Bryan Buford became involved with Parcel Plus in 2002 when he joined ICED, and has focused on center development, expansion of its Target Marketing program and business development. In 2005, Bryan managed the newly purchased Kwik Kopy Business Center corporate store, where he increased sales by nearly 60 percent over a one year period.

**About ICED**

The International Center for Entrepreneurial Development, Inc. is located in Cypress, Texas, and is the parent company of Kwik Kopy Printing, American Wholesale Thermographers, Copy Club, The Ink Well, Franklin's Printing, Women's Health Boutique, Parcel Plus, Kwik Kopy Business Centers and COMPUTERTOTS/COMPUTER EXPLORERS. This group represents one of the world's largest international alliances of printing, communications and education franchises with business relationships in the United States and 10 other countries. These company names are all registered trademarks or service marks of I.C.E.D. Management, Inc.

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