

Profitable Center Relocates and Rebrands

Scott Fenneman's Kwik Kopy Printing center in Evansville, Indiana, achieved double-digit growth the last two years, and yet he decided it wasn't the time to rest on his laurels. Instead, he made some major changes: he bought and renovated a building and took a new name for his business. Scott rebranded his Kwik Kopy Printing center to Kwik Kopy Business Center on May 1, five months after moving the company to the north side of the city.

"The name Kwik Kopy Business Center better reflects the state-of-the-art technology and broad base of services we offer," he said.

More than 30 years of experience in marketing and communications began as editor of his high school newspaper. He obtained a degree in marketing from the University of Evansville and was a radio and television advertising consultant; a former corporate marketing and advertising director; owner of a regional advertising agency; and owner of radio stations WYER and WRBT in Mount Carmel, Illinois.

Non-profit organizations like the Boy Scouts, Masons, the fire department and school systems are a big portion of Scott's business. He has also found a profitable revenue stream to accompany printing and copying. "Half of our business is mailing," said Scott.

Since moving, Scott says he and his operations manager have knocked on the doors of more than 150 small businesses in the area to introduce KKBC to the new "neighbors." As a result, ten of them are either doing business with him already or have quotes pending.

He anticipates a boost to business after holding his grand opening. The creative juices have begun flowing in anticipation of the event. Scott's plan is put a robot on his counter and let guests stand next to it while having their photo made. Then, as guests eat and mingle, Scott's staff will produce the photo in a tabloid-size newspaper to take with them when they leave. "The robot is a reminder to our



Scott Fenneman prepares for the grand opening of his KKBC center, using a robot to remind attendees of their state-of-the-art capabilities.

guests of our state-of-the-art capabilities," said Scott. "Our contact information will be on the newspaper – and who won't hold on to a newspaper with their own picture in it?" ♦