

# Business Briefs

## BUSINESS PROFILE

### Graffiti Graf-X opens downtown on Trade Street

By YVETTE N. FREEMAN  
Community News Editor

If you're looking for a business that will print on items other than paper, Graffiti Graf-X has just the services you're looking for.

Located at 601-C Trade St., the company opened for business the first of February, and already business is brisk.

In fact, Owner Jim Mack says, "Business has been vigorous." He attributes the success of the business to quality products and the need for his services in the commu-

nity. "We had done a great deal of market research before we opened this business to find out exactly what was needed and what the African-American community, as well as the dominant community might buy. And we had sought to fill that niche."

In doing so, Mack said that Graffiti Graf-X has become "the only African-American-owned company in the Triad that actually prints on plaques. We're one of a handful of serious screen printers. And we're the only African-American company in the Triad, perhaps

in the state, that's printing with the ultraviolet method."

In addition to the ultraviolet method of printing, Graffiti Graf-X also uses the screenprinting and sublimation techniques to print on just about any surface including clothing, metal, awards, and wood. The company also produces what Mack calls "statement wear" — t-shirts and hats which have positive images printed on them such as Malcolm X, Martin Luther King Jr., musicians and others. "We're going to do positive statement wear. For instance, we have a series that we're printing of black jazz artists or black educators. That's the kind of thing that we will print so that we can educate and uplift as opposed to the negative kind of statements," he explained.

Mack, a former management consultant and native of Winston-Salem, runs the business with his daughter, Courtney, who is primarily responsible for the creative and production aspects of the business. Both were trained, along with a third staff member, at the Express Training School, to learn the ups and downs, ins and outs of the printing business.

Twenty-four-year-old Courtney Mack says the amount of business that has been generated so far is a pleasant surprise. "It's a little more than what I had expected," she said. However, she added that she would like to see more business from Winston-Salem State University students.

"I would really like to get more Winston-Salem State students in here. It really disturbs me that they seriously go across town to get their things printed."

She said that she plans to try to do something about that, in the meantime, her father, who is responsible for the marketing and fiscal aspects of the business, plans to work at expanding the business into a franchise in the future throughout North Carolina and the nation. And



Courtney Mack works on some designs in her office at Graffiti Graf-X.

he says much of his success will depend on support from the African-American community.

"Our approach to this business is that we have to earn the African-American community's support," he said. "And we believe that we have to earn that support by producing a quality product, a competitively priced product, and producing that product on time."

"So we've not assumed for one minute that simply because we're African-American, that the African-American community is going to come to us. We would hope that that would be one of the

inducements. But we've not based our business on the fact that they should come to us."

Graffiti Graf-X is open Mon-

day through Friday from 10 a.m. to 6 p.m. and Saturdays, from 10 a.m. to 5 p.m. For more information, call 722-3324.



Courtney Mack (left) and her father, Jim, opened Graffiti Graf-X this year on Trade Street.

### Dow Jones & Co. and The Wall Street Journal present first Dow Jones Entrepreneurial Excellence Awards

Dow Jones & Co. Inc. and its flagship publication, *The Wall Street Journal*, announced that Earl G. Graves, Ernesta G. Procope and Herman J. Russell are recipients of the first Dow Jones Entrepreneurial Excellence Awards.

The awards were presented during the Black Entrepreneurship in America forum, which Dow Jones and *The Wall Street Journal* sponsored in cooperation with Clark Atlanta University and Spelman College, at the Atlanta Marriott Marquis, April 2-4.

Graves is the president and chief executive officer of Earl G.

Graves Ltd., publisher of *Black Enterprise* magazine and a nationally recognized authority on black business development. He is also chairman and chief executive officer of Pepsi-Cola of Washington, D.C.

Procope is president and chief executive officer of E.G. Bowman Co. Inc., an insurance concern based in New York City whose clients include more than 50 of the Fortune 500 companies.

She has been the recipient of awards and honors from many organizations, including the Crystal Award of the National Association of Negro Business and Professional

Women.

Russell is the founder, chairman and chief executive officer of H.J. Russell & Co., in Atlanta, Ga., which specializes in construction, real estate development and property management.

The awards, which honor individuals for extraordinary achievements in the world of business, were presented at a dinner on Friday.

Dow Jones publishes *The Wall Street Journal*, *Barron's* magazine and other periodicals, electronic business news and information services, including Telerate Inc., and the Ottaway group of newspapers.

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For A Better Business Community**