

Print Shack Is More Than A "Quick Printer"

By Audrey C. Lodato
Post Staff Writer

Print Shack, at 6407-G South Blvd., has been open only a month, but already it's going strong. Owned and operated by Harry J. and Nettie Caldwell, the franchise was the first Print Shack to open in the Carolinas. Several others have since opened in various cities in North and South Carolina. Nationwide, Print Shack has over 175 outlets.

A full service discount printer, Print Shack custom prints everything from announcements and applications to vouchers and wedding invitations, and yes, color work is available. In addition, the shop provides an extensive array of advertising specialty and promotional items, including ashtrays, balloons, calendars, drinking glasses, measuring spoons, pens, telephone book covers, and zipper pullers, to name a few. In short, "if your name can go on it, we sell it," might be the company motto. Promotional items are often used for fund raisers by church groups, PTAs, and other organizations, or as sales incentives. Mrs. Caldwell, the company's vice president, explains, "It's an added dimension of printing that keeps your name before your clientele."

It was this duality - advertising specialties in addition to quick printing - that attracted the couple to Print Shack in the first place.

The Print Shack team does not sit back and wait for customers to come in. "We have an aggressive sales force that goes out and solicits business," Mr. Caldwell remarks. "We have contracts with major firms in the city. We've had an exciting and profitable four weeks," he adds.

Mrs. Caldwell further expresses the company philosophy when she asserts, "We want to be of service. Without people, we don't have a business."

Print Shack's Grand Opening will extend through the month of May. Grand Opening specials include discounts on envelopes, flyers, and carbonless forms, as well as printed pencils, key tags, and disposable lighters. The public is invited to come and take advantage of the specials, and also take a look at the advertising specialty items on display. There's a pot for coffee and a table and chairs for your waiting comfort.

Both Caldwells are well prepared for their new venture and make quite an impressive team. Harry Caldwell, who describes himself as "a product of the Fairview Homes," was with Xerox for 15 years. At different times, he was sales manager, marketing manager, and purchasing manager; his last six years with the company was as an ac-



Print Shack owners, Nettie and Harry Caldwell, show off some of the promotional items for sale in their new shop on South Blvd.

count executive for major firms here in Charlotte. "This gave me a good foundation," he notes. It is his conviction that, "regardless of where you're from, you can do a lot of things. I believe you can be or do anything you want to be." A grad-

uate of West Charlotte High School, he attended Livingstone College, where he met Nettie.

Nettie Caldwell, a former teacher with direct sales experience, has done lots of public speaking and possesses good presentation and

organizational skills. This Hamlet, N.C., native has worked in the Rochester, N.Y., and Charlotte public schools, and at CPCC. What she has taught students, she says, can be summed up with these two sentences: "Never lose sight of the top of the mountain" and "Hold on to your roots."

Mrs. Caldwell is Christian education director at New St. John Baptist Church and drama director for the General Baptist Association.

The Caldwells have three children: 18 year old Shelia, a business education major at CPCC; Cornell, 13, a student at Northeast Junior High; and five year old Tina, who attends Clear Creek Elementary. Cornell has been helping his parents with their new business venture, leading his father to conclude that Print Shack is "a family kind of thing."

Churchworker

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Lefords - a \$50 gift certificate; Pro Play - a cue stick; Peak's Drugs - a \$25 gift certificate (excluding tobacco products and medicine prescriptions); Bullock Photography - an 11x14 family portrait, valued at \$65; Browsers Consignment - a \$50 gift certificate; Chez Marjorie - a \$25 gift certificate; MWS Associates (formerly Eu Jennies) - a professional curl; Hair Original - prize not yet determined; and Brownlee Jewelers - a \$50 gift.

With still a few days left before the contest officially kicks off, Monday May 27, one sure guarantee is that there will be more prizes added to sweeten the pot.

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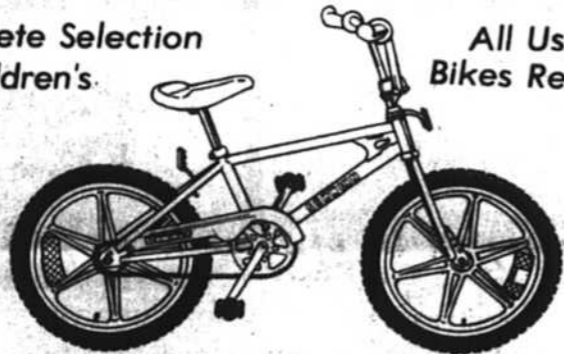
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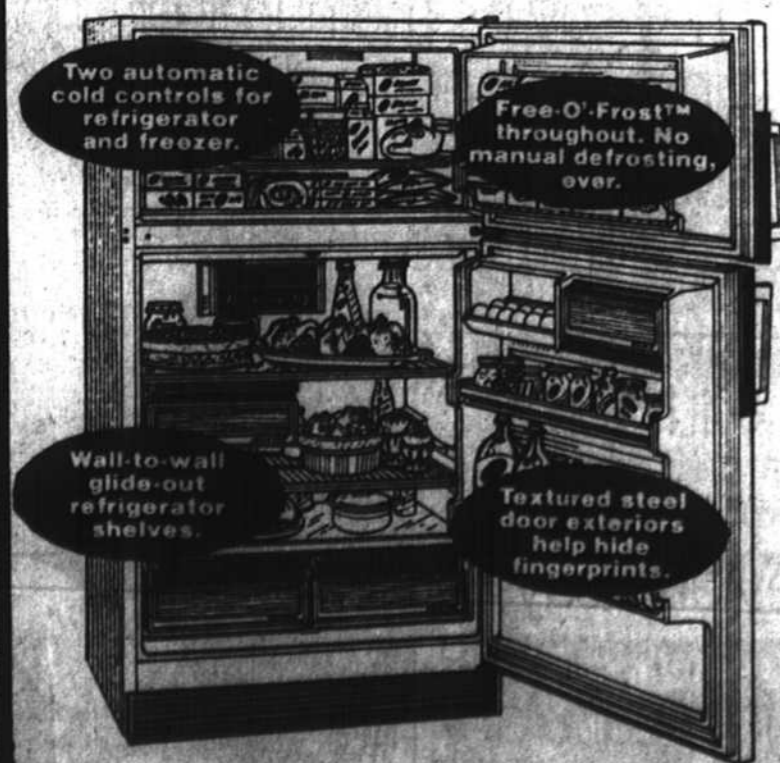
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