



Brothers in Ink

Sometimes it's not what you say, but how you say it. For Jim and Harriet Tepel, the proof is in the product.

One of the largest sheet-fed printing companies in southeast Michigan, Tepel Brothers Printing Company in Troy, MI [www.tepel-brothers.com] anticipates their 2006 sales will reach \$20 million — and that speaks volumes about providing the right delivery system to meet their clients' custom printing needs.

"You have to have the right press for the right job in order to cost it out efficiently," says Jim Tepel, who started the company with his wife, Harriet, in 1989.

Tepel Brothers provides high-quality offset printing and finishing services, producing a wide range of products from one-color brochures to six-color integrated ultraviolet [UV] capabilities. The company's reputation and state-of-the-art technology has helped them establish accounts with more than 1,000 clients, including Fox Entertainment, AT&T and the Detroit Pistons.

With the acquisition of its second Heidelberg Speedmaster CD 102 six-color press and fully digitized image control scanning, Tepel can deliver high-tech 40-inch print production options that include spot UV in-line, printing on synthetic materials, and consistent color retention and clarity.

"We literally can run a report on color and consistency of the image every couple of hundred sheets," says Jim Tepel. "With this technology, the last piece is like starting with the original again."

Tepel Brothers is a high-end commercial print shop with a good reputation on the street that brings in smaller businesses like Habatat Galleries in Royal Oak, MI. Through the diversity of their equipment, they can offer specialized, affordable services for even single-person businesses.

In a struggling Michigan economy, Tepel Brothers continues to grow in market share and nearly doubled their staff in the past year. They recently picked up more than a dozen

quality awards at the 17th annual Gallery of Superb Printing, including three top honors: Best of Show, Best of Category and the Peoples' Choice Award.

Tepel Brothers, where Jim's brother, Steven, works as an account manager, refuses to get too comfortable with their success and continues to look for ways to exceed expectations. "We're never just sitting still looking at each other," says Harriet. "We're always looking at ways to improve using what's new in technology and graphic arts."

— Mary Jane Happy & Kristy Dellach

