

# Family Business Finishes First in National Customer Service Exam, and Becomes Certified as Female Business Enterprise

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WEST CHICAGO, IL – August 13, 2003 – In a world driven by the bottom line, one family-owned business, Graphix Products, Inc., bucks the trend by focusing on things they consider more important: making customers feel like family and making employees experts in the field. The company’s secret seems to be working; despite the current downtrodden economy, business continues to build.

Celebrating 33 years in the printing business, CEO Diane Tews and her three sons, who together run Graphix Products, Inc. (<http://www.gpimage.com>), recently learned that three employees, Charlene Petritis (Elgin, IL), Thomas Pinkawa (West Chicago, IL), and Marie McGarry (Wheaton, IL), successfully passed the Certified Printing Service Specialist (CPSS) Examination. Pinkawa even finished first in the Country. This difficult exam, sponsored by the Society for Service Professionals in Printing, is the only certification program of its kind, designed to make employees better equipped to serve customers and become leaders in customer service.

“In a world of ever-decreasing customer service, where employees may have little if any knowledge of a company’s products and how to meet the needs of clients, Graphix

Products continues to make the customer its number one priority,” said Marketing Director Jason Tews. “Only a few hundred certified printing service specialists exist in all of North America, and we are so proud that three are part of our Graphix family.”

Graphix Products, Inc. is a forerunner in the printing business, not only for its successes in customer service, but also because it is one of the few printers to be certified as a Female Business Enterprise (FBE) under the Business Enterprise Program for Minorities, Females, and Persons with Disabilities (BEP) Act. Graphix offers Offset Printing, Flexographic Labels, Digital Printing, Mailing, Fulfillment, Ad Specialties, Multi Media and Design. It is the printer of the “Hello, My Name Is” badge and has among its clients Motorola, Allstate, Kraft, and J.D. Edwards.

“Our customers tell us our success over the years is due largely to our service,” said CEO Diane Tews. “Many companies, especially in tight times, focus too much on the bottom line, only concerned about increasing revenue and decreasing costs. We know it has and always will be about the customer. I like to think it’s the mother in me that keeps me thinking about the people and the relationships we have. Our priority is to serve our customers and educate our people.”

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