



August 20, 2009

Making copies becomes a family business

Q. Tell us about your business, including the types of services, and/or products your feature.

Allegra provides people and businesses with a full array of print and graphics communications services — from quick copy jobs to design and consultation to total marketing communications solutions. We have state-of-the-art technology that delivers superior imaging and color reproduction for the simplest to most complex print projects.

Q. How did you first decide to open your business?

Patrick has good knowledge of graphic design, digital printing and customer service. Charles, who has spent many years in the corporate world, has a lot of business experience and financial know-how. Later we were joined by Patrick's brother Daniel who has quickly become expert in all aspects of production, so it has become a real family venture.

Q. Why did you choose the Huron Valley area?

We were pleased to find a solid, established print business for sale in the Huron Valley area. I think you'd be hard-pressed to find more family-friendly communities than those in Huron Valley. We knew we could enhance the print and marketing communications of the area's small businesses to help them grow and in turn, have a positive impact on the community at large.

Q. What makes your business unique?

A successful small business needs to project a great image in the marketplace. That means having professional-looking print communications and attractive signs, banners and display materials. We are uniquely positioned to assist area businesses in terms of our capabilities and services — and at an affordable price point. Being a one-stop source allows us to create visually pleasing materials that take advantage of print production efficiencies, so customers get maximum bang for their buck.

Q. How has it changed since you opened?

We added wide format capabilities last year so that we can produce indoor display signage as well as signs and banners for outdoor events. Adding this capability has been a real plus for us and our customers. This year, we expanded by acquiring the American Speedy Printing center in Clarkston.

Q. How has the recent economy affected your business?

We have chosen not to participate in the recession! That means we have kept a positive attitude, elected not to just hunker down, and have continued to provide high-quality work at a fair price. Indeed we are positioning ourselves for the economic recovery by adding to our capabilities and hiring a salesperson. We know some of our clients have had to deal with smaller budgets and fewer hands to do the work. We've done all that we can to maximize cost-efficiencies so that our customers can keep their businesses moving forward.

Q. Any advice for other business owners?

We believe that in challenging times like these it's essential that you invest in and promote your

business more than ever. By doing so, you separate yourself from competitors that simply try to ride out the storm. You also position yourself for growth when the economy inevitably recovers.

Q. What's in store for the future of your business?

We feel optimistic about the future. Our philosophy is that everything in business is reciprocal. We will support area businesses and nonprofits and they'll support us. In the end, we all win.

Additional Facts

At a glance

Business: Allegra Print Imaging

Your name and title: Charles and Patrick Hoover, owners

Your hometown: Rochester

Business opened: Bought business in June 2007

Number of employees: Five

Hours of operation: 8:30 a.m. to 5:30 p.m. Monday to Friday

Your business specialty: Printing and graphics communication services

Business phone and Web site: (248) 887-2400, www.allegrahighland.com
