

New Vision Commercial Printer/Copy Center named West St. Paul Small Business of the Year

Written by

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Frank Stewart and Carrie Parkinson shared a new vision for a company built around exemplary customer service and teamwork. Now, five years later, New Vision Printing and Graphics is soaring to new heights by fulfilling customers' desire for high-quality, fast turn-around digital and offset printing – all at a competitive price.

“When we started New Vision Printing,” Stewart says, “we felt very strongly about making sure that all of our customers and clients receive the red-carpet treatment. This is our way of saying ‘thank you’ for choosing us to take care of your printing needs.”

New Vision's sincere customer appreciation is greatly appreciated by growing numbers of loyal customers. Over the past three years, they've tripled New Vision's sales at 1022 South Robert St., West St. Paul. A year ago, they opened a second print shop at 3579 Hoffman Rd. in White Bear Lake. Stewart's office manager says, “People keep coming back and referring others, and new people keep hearing about us, word of mouth. One customer said, ‘In today's economy, you're a hidden gem.’” This is one of the reasons the Neighborhood Development Center named New Vision Printing and Graphics 2009 West St. Paul Small Business of the Year.

Stewart says, “It's still possible to grow your business amid this recession, but you have to work harder and smarter and plan better.

That's how we're able to keep our prices low to compete with other corporate printers and copy centers. Above all, you have to remember your customers' needs.” Now, given today's financial challenges, New Vision is working hard to help promote and market other businesses – especially those just starting up. “Frank says, “We give them creative, affordable ways to get the word out.

Given their considerable experience in graphic design, Frank and his executive team unleash their creative ideas by incorporating customers' logo designs into these three starter items. Beyond this, New Vision does quality commercial printing of everything from colorful annual reports, calendars and catalogs, to newsletters, posters and various specialty items.

One of my favorite posters,” Frank says with a smile, “is that of the late comedian Jonathon Winters. He's yelling into the phone, ‘What?

You want it good, fast and cheap? Pick two and call me back.’ We're able to provide all three, so our printing is really cost-effective.

It works for our customers.” One drives all the way from Ramsey, Minnesota to get New Vision's “great prices and exceptional service.”

Another says, “I'm sure glad I found you guys.” New Vision keeps looking for new ways to help their customers. They even helped hand-out a couple of customers' fliers.