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US1 Printing Solutions: The complete source for all printing needs

By Amy Hiestand for The Times

As an independent business owner, Darr Kartychack of US1 Printing Solutions in Princeton is aware of all the ways local businesses benefit a community. "In addition to the multiplier effect of keeping more money rippling within a community," he said, "there are subtle ways a local business shares its wealth of knowledge and experience."



The knowledge and experience behind the services customers have come to trust from US1 Printing Solutions is apparent with one visit to the company's website. Designed to save customers time and simplify their lives, the site is a complete source for all printing needs whether simple or complex.

(Continued inside)

Printing Solutions

(Continued from front)

"We began as Intermedia while in graduate school in 1980, providing graphics and small print jobs to a boutique public relations firm in New York City," Kartychack said when asked about his company's history. "We have continued to grow because we help our clients' shine and make their concepts or designs look spectacular. For example, for our very first commission, we gave more than The Italian Government Travel Office asked for: a valuable and free upgrade in photography, graphics and the printing that yielded one very happy, very first client."

"Since then we have produced as few as one poster

for the Princeton Regional Chamber of Commerce and as many as 25 million magazine inserts for Avon Products. Most of our marketing, advertising-agency or business clients ask us to print in quantities somewhere in between."

Kartychack considers a great customer experience his company's primary product. Beyond that, "If you can imagine it, we can probably manufacture it," he said. "We provide a wide range of very high quality custom graphic design, printing, coatings, special effects, complex folds and die-cuts and mailing services. We print what you want on paper, plastic, fabric or foam. You can create materials on shimmery papers, suede-like substrates, faux leather. You can produce a brochure embedded with a short video, or with inks that respond to your

touch. The results are very unique marketing products and packaging that instantly grab your attention."

Through its web site, www.us1printing.com US1 Printing Solutions provides online print solutions along with great quality. "It is easy to find what you want and easy to order at our local, online storefront" said Kartychack. "You will see many popular online print products - catalogs, flyers, labels and stickers, marketing materials, signage, and more - and we are always adding new ones as demand requires. If a product is not shown on our online website, you can always ask us to produce your unique project - from simple to complex with many moving parts."

"We are one of the few online printers that make house calls or meet with local clients by appointment," Kartychack said, adding that "We are superfast, often shipping within 1-2 days for many products and receiving last-minute calls for complex ones."

Kartychack describes printing as "a vibrant and dynamic medium." And he wants area businesses and residents to know that all their printing needs can be met here in our area. "You don't need to buy online printing in California, when you can own first-rate, online and custom



From left, Darr Kartychack of US1 Printing Solutions gathers with Cheri Durst and Alice Barfield at the Princeton Regional Chamber of Commerce Mid-Summer Marketing Showcase.

printing right here," he said. "You can make your job easier, save time, stay on budget and get exceptional quality in a hurry all within the Times newspaper region. You can draw upon the superb base of local talent to accomplish your unique printing and marketing needs."

Kartychack was invited this year to serve as a judge at the 2014 Golden Ink Awards, the printing industry's most prestigious competition. "We will get to work with industry leaders to select the national winners in nearly 50 print categories chock full of great designs and great printing."

Kartychack says he was honored to be asked to judge the national competition, but his focus remains on the Princeton region, and encouraging area businesses and residents to think

local first. "By supporting local independent businesses, small ones can become larger ones," he said. "Our local region is an incubator for independent businesses. There are many independent businesses that have been started and nurtured in our backyard and given much back to the community."

US1 Printing Solutions is at 100 Overlook Center in Princeton. The company is a member of the Independent Business Alliance of the Princeton Regional Chamber of Commerce, the Princeton Merchants Association, whose mission is to help, "Business and Community, Thriving Together," as well as the Mid-Jersey Chamber of Commerce. For more information visit the web site or call (609) 430-1234.

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