

# CopyExperts



## CopyExperts is changing the way you think about printing: simple – sustainable – service

From Left Jason Gordon, David Mikelson, Kelly Nowlin, Jeff Rummer, Chris Cole, Tim Ferenc

Simple. Sustainable. Service. These are hard concepts to find in the printing and copying industry, but CopyExperts has built their business on this solid foundation. "We want our customers to experience a knowledgeable, expert staff that listens to and meets the customer's needs," said Kelly Nowlin, owner. CopyExperts believes that these three things will make the difference in an increasingly competitive market and lead to continued growth and success.

### Simple

CopyExperts has put the customer first with the redesign of their Web site, seeking to make file submission and job flow as simple as possible. Bryan Shelton, IT Expert, recently simplified the Web site, allowing customers to login and manage their projects online with the option of sending unlimited files per upload, saving significant time. The expert in-store staff makes it simple to turn your file into a polished printed piece regardless of your design abilities or file type restrictions.

### Sustainable

CopyExperts is one of several PACE certified printers in Boulder County but have gone above and beyond certifications to implement an Environmental Management Strategy (EMS) that encompasses the environment, customer education, employee behavior, and community service. Mr. Nowlin said, "Often times it is all the little things we do that

create change." The company is involved in the "10 for Change" energy initiative, Western Disposal GreenSmart program, Trees for the Future replanting organization, have offset delivery vehicle carbon emissions, and use 100% offset wind energy through Renewable Choice. "We like that we are supporting other's sustainability efforts by the way we do business," said David Mikelsons, store manager. CopyExperts is also working towards ISO 14,000 compliance and updating their strategy as new products and technologies are available.

### Service

Exceptional customer service has been part of the CopyExperts culture since opening in 1997 and continues to be the cornerstone for their growth and success. While much of the competition has replaced account managers with automated customer service, CopyExperts has added a Project Manager and Business Development Manager to serve their customer base more effectively. Whether you call or stop by the store, send an email, or submit an online project, you will receive warm, friendly, expert service in a timely and professional manner. Melanie Turner, Sr. Project Manager, said, "It's more than just a project to us. It's the relationships we build."

CopyExperts guarantees a simple, sustainable printing experience with remarkable service for every customer on every project. When you think printing – think CopyExperts.



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**Year Founded:** 1997  
**No. of Employees:** 10  
**Top Executives:**  
Kelly Nowlin, owner  
**Primary Service:**  
Digital printing & copies