



# debco

presents  
*Heidi's two cents*



HD Ready on CU8498

Wow. What a first few weeks!

After ten plus years in the industry, hundreds of business trips and thousands of meetings, I find myself in the unfamiliar position of being the new kid on the block. In a whirlwind of activity I packed myself up, moved to a new city, and embarked on a brand new life, all in the blink of an eye. With my feet barely brushing the ground, I found myself beginning my training here at Debco – at Decoration 101.

And wow – what a lot of things to learn!

From HD Ready, Aqua Mark, Perfect Print to Perma Press and beyond – we have a full color imprint method with inexpensive run charges for everyone. In today's age where logos are often designed without production in mind, it is fabulous to find so many industry-leading techniques under one roof. 5, 10, 15 color logo? No problem! HD Ready. Vibrant, multi-spot color separation imprint on drinkware, tested dishwasher safe before it ships out the door? Absolutely, with our innovative Aqua Mark decorating option. Etch Engraving, Debossing, Laser-like, Decals, Embroidery, Impress Print, Natural Cotton Heat Transfers – you name it! All under one roof.

But what about quality? Could it stack up to the sheer number of decorating options, and those options as they apply to 1200 different products?

I soon saw that the quality was outstanding. Very often we produce no-charge pre-production samples to ensure perfection. We never charge for email proofs – a rarity in our industry – and send them out within 24-36 hours after receiving artwork, to guarantee all orders are printed to the exacting specification of the client. When I trained with our expert graphic and production team, I was pleased to see that if an imprint method was not optimal, it would not be recommended. We actually take the time to reach out to our customers and offer another imprint method, suggesting the layout that experience tells us will produce the best result. These are just a few of the many steps we take to verify that our customers are 100% satisfied with their order.

With each training session I took, in every department along the way, I began to feel the whirlwind that was spinning around me begin to ease. A smile crept onto my face. Why?

Always keeping distributors top-of-mind, trying to make them shine in the eyes of their own clients – it's my credo, my philosophy. Speed, professionalism and incredible high quality standards – I can live with nothing else. When you uproot your life you want to make sure you're making changes for the better. You want assurances that the company you work at shares your standards, your passions.

I'm happy to say that I've found that at Debco. My feet are on terra firma once again.

I've found my new home.

*Heidi Urban*

Aqua Mark on CM816

