

Commercial Printer Taps Franchising as Route to Success

This article concludes the International Franchise Association's 50th anniversary series that highlighted the contributions of individuals who and franchises that have made major contributions to IFA's establishment and rise to prominence as the leading association representing the franchising industry.

In 1943, Bill LeVine founded Postal Press and built it into one of the leading commercial printing plants in Southern California. By 1964, he had converted the business into a "while-you-wait" print center after realizing there were a substantial number of smaller printing jobs that commercial printers couldn't do quickly and efficiently. The following year, he opened the first PIP or Postal Instant Press location.

The first three Postal Instant Press franchises launched in 1968, heralding the first franchise organization in the printing industry. PIP grew rapidly due to a nationwide need for service that would provide instant quality printing at prices far lower than those offered by commercial printing organizations. The success of the system in this new market permitted others to follow its lead and created one of the fastest-growing industries in the United States.

In 1994, the International Franchise Association created the Bonnie LeVine Award in memory of PIP's co-founder, the first woman elected to serve on the IFA Board of Directors. The honor was created in recognition of her outstanding accomplishments in franchising and of her status as a role model for women in the franchising community.

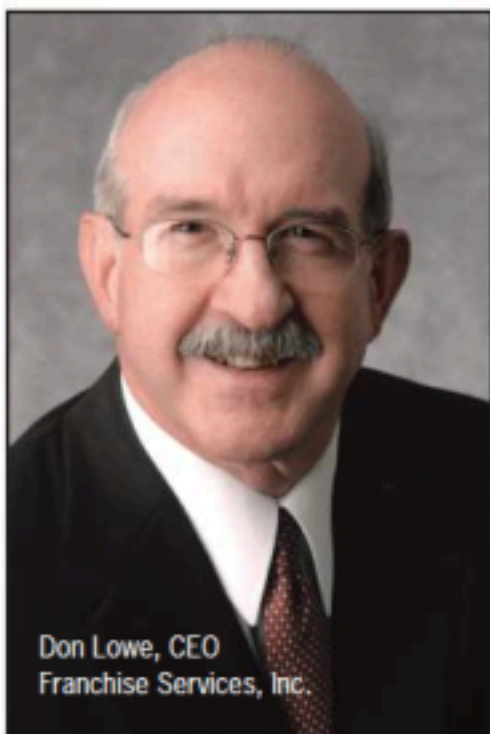
Today, the Bonnie LeVine Award is bestowed upon "a female franchisor or franchisee who has best demonstrated her ability in franchising through board positions, volunteer work, mentorship and promotion of the advancement of women in franchising."

In 1996, PIP and MultiCopy, then the largest network of business printing centers in Europe, were acquired by Sir Speedy, another leader in the quick printing industry, thus forming Franchise Services, Inc., the current parent company of the PIP, Sir Speedy, Signal Graphics, MultiCopy and TeamLogic IT franchise brands.

Leadership Today

Today, the brands of Franchise Services, Inc. are strategically focused on serving the printing, marketing and IT needs of small- to medium-sized businesses throughout the country and around the world.

Its CEO, Don Lowe, began his career in franchising as senior vice president for Kampgrounds of America, then served as president of Sir Speedy from 1981 to 1996. Lowe has been inducted into the Sales & Marketing Executives International Academy of Achievement Hall of Fame and was featured as "Man of the Year" in *Quick Printing* magazine. He served as a member of the Electronic Document Systems Foundation Board of Directors from 2001-2008. ■



Don Lowe, CEO
Franchise Services, Inc.

PIP Printing and Marketing Services and Sir Speedy are part of a worldwide network of franchises and affiliates that span nearly 600 locations in 13 countries. For more than 40 years, PIP and Sir Speedy have been leaders in the printing industry consistently adopting new technologies. Today, the brands continue their leadership roles as providers of printing and marketing services that help their customers grow their businesses.

