



SOLV expands into Central Oregon with acquisition of **Centro Print Solutions**

WHY WAS THE ACQUISITION OF CENTRO PRINT SOLUTIONS THE RIGHT MOVE FOR SOLV?

It's the right move for **SOLV** because we've been in business for about 47 years. Centro has been in business for 50 years. We're on the same ERP platform. We [both] utilize the same [eCommerce sites](#). And most importantly, the philosophy of the leadership was that customers are not just customers. They are our clients, it's our responsibility to create that relationship, maintain that relationship and build it for a better future.

So, when I looked at [Centro], I really had a firm belief [that it was the right move] and I felt good about how they treated their customers, how they treated their employees. There was so much alignment in our culture and customer philosophy that I thought it was a good opportunity for us.

I was [also] super excited about bringing some of the new technology that we have, some of our different processes and the way that we stay on point with trends in the industry, to those customers.

We do have two employees that are staying on with us [from Centro] and they're very motivated, very excited, and very much care about their company, as well as each other. More importantly [they believe] it's customer first, "[That] first, we need to take care of the customers. We need to make sure that you're a good fit and you will take care of our customers." So, I liked the fact that they were [both] selfless in a lot of their conversations [with myself and our team] and they were [both], so forward-thinking.

HOW IS SOLV CENTRO'S "BROTHER-FROM-ANOTHER-MOTHER"?

I just think, growing up in this industry, [being in] in the industry for a long time, [and attending] a lot of industry events, whether it's [industry specific] or it's software events, and just looking at how [Centro's] operation was ran and how it was built; we did the same thing over here [at **SOLV**].

We operated the same way, [to having] the same ERP system, philosophies, and internal processes, we are just so similar, and the customer is always top-of-mind. So, it just felt really comfortable and felt like when I [visited Centro] it was just like working at **SOLV**. So, I think there's a lot of similarities here. We just want some energy and some spark to be able to talk to our customers more. So, I think we are going to do very well [merging] together.

WHY BEND?

Bend is a very similar market to what we have here in the Treasure Valley. It's outdoors, it's [adventure](#), it's people that care about their businesses [from] small to medium size. A lot of businesses are growing [in Bend like they are in the Treasure Valley]. There's a lot of people moving in [like they are in the Treasure Valley]. It just has the same feeling that we do. It's a smaller town and yet it's about big ideas and big opportunities. So, it feels very, very similar to what we have [going on] here in the Treasure Valley.

WHAT ARE THE BENEFITS OF CENTRO JOINING SOLV?

The benefits are many. Where I think we can help Centro is we can bring an infusion of technology to their company. When I looked at their processes, they still do some of their processes very much the way we did them about 15-20 years ago. So, by bringing some more technological advances internally, we can help them spend more time in front of customers, helping bring new ideas or products to the table.

I also believe that because we are a small business, with a nationwide footprint in manufacturing, we have some [more] resources that we can bring to [current Centro] customers that will offer them new ideas, as well as a better [distribution](#) model. We have a 11,000 square foot warehouse here at **SOLV** in our Meridian Location, and that gives us the opportunity to solidify and grow a lot of those [warehousing projects](#) for [our] customers.

We also have a really great [apparel, logo wear](#), decoration process; so, we'll be able to help [current Centro] customers with all their projects and maybe not just one-off print projects [but rather a one-stop-shop for all their business needs]. We can also help with their [branding](#), their marketing, and customer outreach.

So, [all-in-all] I think there's a really great foundation there at Centro and we just need to build on it through technology, innovation, and new ideas.

HOW DOES "EXCEPTIONAL EXPERIENCES - EXCEEDING EXPECTATIONS" STILL FIT THE SOLV WAY?

I think we already have that mindset. I think that's one of the beauties between the two companies, is that we are always constantly trying to improve our internal processes so that we can improve the customer experience. I love the fact that [Centro is] striving for excellence, which is something that we do here as well.

We are in constant communication with each other on "How did that go? How did it work?" Especially from the customer viewpoint. That's the most important thing, is making sure that [the customer sees and experiences] excellent services, products, and whatever the case might be and not just our interpretation. So, I think living into that from both sides, I think is going to be a really good opportunity for both of us.

WHAT EXPANDED OPPORTUNITIES ARE WE ABLE TO OFFER YOU?

I think in the areas of:

- ▼ Logo Wear (apparel) is where we do a really great job [specifically] at employee stores.
- ▼ [We also do a great job at] customer programs for promotional products.
- ▼ [Another thing] we do a great job of making sure that we stay on brand [for our customers by] providing ideas that are on trend with items that are useful [that hopefully] will be kept by their customers and employees.
- ▼ I think we have great opportunities with our eCommerce site [capabilities]. We make ordering a lot easier, especially if you have a lot of things going on [by] making everything easy to order on online or release them from our warehouse.
- ▼ We have better buying power as well.
- ▼ We do, buy a large quantity of items for specific customers and we can help you ship it out and distribute those. So, you won't have to be doing that anymore.
- ▼ I think we have a lot of opportunities here in the way that we project manage and try to help you achieve your [company] goals and not just looking at what's in front of us.

[All-in-all] we try to look at the longevity of what your [company] goals are and when/how you're trying to accomplish those goals.

WHAT DO YOU HAVE TO SAY TO CUSTOMERS WHO MIGHT HAVE DOUBTS WORKING WITH SOLV?

I would say to them, please call me or please email me, [whether that's because] you're uncomfortable or you're concerned or if you have any questions.

I was born and raised here in Boise, Idaho, and I love this company. It's one of the most important things to me [in my life], right behind my family. So, if you have any concerns or questions and you wonder if we're going to have the same capabilities or better capabilities, you're concerned about your inventory, your product ship time, logistics, ideas, or anything, please call me. I'm very reachable, very approachable, and I would love to hear from any customer that would like to have a question on [how we can help your business].