

# TRUE GRIT

## Profile of a Successful Fellers Certified Customer The Color Spot, Smyrna, Georgia

Mike Feldberg, President & Justin Merletti, Director of Operations



### When did you start your business and how many employees do you have?

The Color Spot division of Repro Products Inc was started in 2004 and Incorporated in 2008. We are continuously adding employees, currently we have 13 outstanding, dedicated and skilled employees.

### Any suggestions for a wrap shop owner just getting started in the business?

Invest wisely in equipment that will carry your shop for at least 3 years. Spend the extra money up front; it will save time, money, and headaches in the long run. Respect and value your employees, without their hard work and dedication you cant produce anything. Create a TEAM work environment.

### What business advice do you wish someone had given you before you learned it the hard way?

Focus on what your good at. Try not to spread yourself thin or the things that you are good at begin to slip. When looking to increase revenue, first look within what you are already good at then consider alternative means.

### What is the biggest challenge to growing your business?

In one word "SPACE"!!!! They say to buy a building big enough for 5 years... we thought we did this, however less than 1 year after moving we have outgrown our currently facility and our looking for a new location. We have outgrown our current facility to the point of having to rent another location specifically for installations. Too much work is not a challenge it is a reward, but we suggest planning ahead and knowing your potential growth.

### Complete this sentence: "I love the wrap business because..."

...the look on a customers' face after the first site of their new wrap. This is something that words do not describe. To go from words and images on a computer screen to a full coverage wrap is an astounding process. There are new challenges everyday with a wide range of projects/customers... no two days are ever the same.

## Ranch Hand of the Month

### — Robert Dils —

For the 4th year in a row, we have provided 41 banners (all at once) to one of our best clients. Each year this banner order comes with a very tight deadline. This year I got the order on June 27, and I immediately picked up the phone and got the order placed with Fellers. Everything was great. Banners came pouring in from multiple branches, and we bought all of your 20" Gold A6 Avery vinyl, so we had to special order about 70 yards that were drop-shipped from Avery. All was well until I opened the box, which arrived on schedule with 70 yards of 15" punched vinyl vs. what was supposed to be 20" un-punched. With such a tight deadline, and I had brought in extra people on the Thursday before the 4th of July to get these produced. So I called Robert Dils at the Fellers Memphis branch, and he immediately sprang into action. We discussed different options, because the 15" was not going to work. We had to have 20" vinyl! I hung up the phone and drove strait to the Memphis branch. Robert was great! He had already started cutting down vinyl by hand to 20" pieces. Realizing that this was going to take forever, we tried slitting it several ways. Finally we settled on a hacksaw. I was a little worried about it, but we worked the roll around, checked it repeatedly, and managed to successfully hack-saw 4 rolls of vinyl in a timeframe that allowed me to use the additional personnel I had brought in for this job.

As I think back on last week, what makes this even more extraordinary was that it was the day before a holiday and Rose was off, so Robert had the warehouse by himself. He could easily have said "I just can't do that," or "I have too much already," or a host of other things, but he didn't. HE HACKSAWED VINYL! He got it done.

I know you have many employees throughout the Fellers system that are doing good things. The team of Robert Dils, along with Rose Grandberry and Garry Martin, has always been outstanding. But I would like to single out Robert for his above and beyond "CAN DO/GET IT DONE/LEAD, FOLLOW OR GET OUT OF THE WAY" attitude and willingness to go the extra mile. This is what makes me a loyal Fellers customer.

Best Regards,  
John W. Willcoxon, Owner  
WillGo, Inc. d.b.a. Signs First

### Would you like to nominate a Fellers employee for Ranch Hand of the Month?

E-mail your nomination to: [ranchhand@fellers.com](mailto:ranchhand@fellers.com) and tell us what they've done that knocked your socks off! Please include your name and phone number. The Ranch Hand of the Month gets a special bonus and a certificate of accomplishment.



## Heard Round the Campfire

**Prior to beginning any vehicle wrap, it is always recommended to perform a thorough inspection of the vehicle with the client present in order to identify potential problematic areas on the vehicle.**