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## Printing Prep Celebrates Rebirth-day

Contributed by: [Buffalo.com/YourHub](http://buffalo.com/YourHub) Marian Hetherly on 3/1/2009

You've seen those buses around town. They're covered from windshield to tailpipe with the likes of Billy Fuccillo or Roswell Park Cancer Institute.

How about the inside of an elevator that looks like you've walked into an aquarium, or the walls at HSBC Arena covered from ceiling to floor with the Buffalo Sabres. Ever wonder how they create those graphics?

They're not the work of Michelangelo's paintbrush. They're the custom digital designs of Printing Prep and Leader All Surface Printing, Buffalo's premier specialty graphics company. If you can think it, they can print it.

"It's printed to an adhesive material, and then that gets applied to the elevator or the outside of a bus," said Ben Sawynsky, who finishes these high-impact images. "We print the graphic in sections and tile them together."

So now you know the secret.

It's no secret that Printing Prep has been a maverick in the local printing industry since its start as a typesetting house in 1968. Its newest division, Leader All Surface Printing, offers large-format digital printing on virtually any surface.

Friday night it held a rebirth-day party at its downtown location to celebrate its latest innovation: it's transformed into an employee-owned company named PrintLeader.

"We've bundled all of our services under one brand name, PrintLeader," said President and CEO William Paulot. "It makes it easier to sell our services and our customers love it."

Being employee-owned means the rank and file can now share in the future wealth of the company. "I cannot believe how invigorated all the people are, how hard they're working, how proud they are," said former owner and now consultant Hal Leader. "I know they're going to make it a bigger success than when I ran it."

"This is a wonderful opportunity for everyone to take part in their future," said Michelle Zymowski, a 30-year employee and head of typesetting.

A loan was taken out to buy the company two years ago. As that loan is paid off, Zymowski said the deposit is being used to buy the employees stock in the company.

"It's rare these days for rank-and-file employees to have a chance to participate in their own company's prospering," said Paulot. "They feel as owners that they have a stake in it beyond just a paycheck."

Paulot said the company has also gone green. "We've got environmentally friendly inks, which are more expensive, but we've made that decision because we felt that they were better for our employees and they also work better with eco-friendly materials," said Paulot. "We are the premier provider of recyclable and biodegradable materials."

What other innovations are on the horizon for PrintLeader? Leader said that's a hard question to answer. "We're looking for the path we have to go," he said. "The future is the employees and they will take it in the right direction."