

Minuteman Press - Waukesha

A few years ago Ingrid Herzog, architect and urban planner, and Hansi Herzog, a businessman, were frustrated with their jobs and sought new career paths.

While browsing the newspaper, the couple stumbled upon a franchise opportunity with Minuteman Press International Inc. and purchased Minuteman Press - Waukesha in June of 2007.

"We always talked about a family-owned business, more of just talking, never serious until this point in life," said Ingrid Herzog, co-owner of Minuteman Press - Waukesha.

In the first month after acquiring the franchise from the previous owner, the Herzogs tripled business. In 2009, despite the Great Recession, the couple grew revenue by 45 percent.

Minuteman Press - Waukesha is an individually owned and operated printing company that offers short-run printing, graphics and related services. The Herzogs currently employ three designers who work on custom printing, marketing and branding for clients.

"It makes a difference when we can do cus-

tomized design and not be the cookie cutter thing," said Ingrid Herzog.

Neither Ingrid nor Hansi had direct experience in the printing business. However, both

Minuteman Press - Waukesha

ADDRESS: 300 Travis Lane, Suite 14, Waukesha

WEBSITE: www.mmpwaukesha.com

INDUSTRY: Printing and graphics

REVENUE: \$460,560

EMPLOYEES: Seven

brought value-added skill sets to the business that have dramatically increased the bottom line.

Pulling from her previous career, Ingrid facilitates "live crits (critiques)" with the designers, giving each the chance to interpret the customer's vision and allow for a creative

brainstorming session.

"It is amazing to see how three designers interpret the customer's request," said Ingrid Herzog. "It works well for our organization."

In 2009, Hansi was diagnosed with Guillain-Barre syndrome (GBS), an autoimmune disorder affecting the peripheral nervous system that paralyzed him. The Herzogs relied on the franchise, their banker, accountant and their current employees to assist in business operations as he recovered.

"We are so appreciative of our team," said Ingrid Herzog. "GBS paralyzed Hansi for two months, and how people came together and for our business to stay open says a lot about our employees."

Today, the Herzogs continue to grow their printing business and acquired the printing business from Waukesha-based Webz Sunset Printers in April 2009.

They are working on more growth plans.

"The goal is to purchase a building, and the next five-year goal is to grow the business and grow our team and give back to them as well,"



Minuteman Press - Waukesha Team

said Ingrid Herzog. "We want to create an environment they enjoy to work in and provide as much as we can and continue to give back to the community."

The Herzogs are committed to serving the people of Waukesha County and invest in area talent. They partner with Wisconsin's Youth Apprenticeship programs at area high schools and Waukesha County Technical College (WCTC) providing employment opportunities for current students. MMP Waukesha has played an integral role in Waukesha County through the Christmas Clearing Council, Waukesha Food Pantry and coaching Waukesha South High School boy soccer.