

Quaker Chroma's act of charity hangs from street poles

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MOORESTOWN, N.J. — Some acts of charity are invisible. The latest by Quaker Chroma Imaging Inc. isn't one of them.

The company printed and donated all the signs advertising the Susan G. Komen Race for the Cure, a five-kilometer run/walk that was held Mother's Day.

Craig Tinkelman, QCI's CEO, said Quaker made 450 signs for the race.

This is the second year QCI has donated the race's signs, the most notable of which are the big banners that festoon the lamp posts on Logan Circle and the Benjamin Franklin Parkway.

Those types of banners have been Quaker Chroma's specialty since it was formed in summer 2004. That was when Tinkelman agreed to merge Chroma Copy Inc., which he ran, with Quaker Photo Service Co., which was run by QCI's president, Robert Marion.

The men combined their companies in large part to produce a firm big enough to be able to afford the type of press needed to print large outdoor banners. It's called a large-format dye-sublimation printer and QCI paid \$78,000 for the one it bought shortly after its formation.

That investment has paid off in a lot of business for QCI, which has printed banners for the Salvador Dali and Andrew Wyeth exhibits at the Philadelphia Museum of Art and the King Tut exhibit at the Franklin Institute Science Museum.



CURT HUDSON

Craig Tinkelman, a co-owner of QCI, with one of its banners in Center City.

QCI's dye-sublimation printer enabled it to produce banners that were six feet wide. But it also created a demand for bigger banners.

To satisfy that demand, and to enable it to more cost-effectively print smaller banners, QCI decided to get a second dye-sublimation printer capable of handling material 10 feet in width. It also decided to get two other unusual pieces of equipment: A flatbed printer that uses white ink in addition to the traditional four colors of cyan,

magenta, yellow and black; and a digital die cutter that enables it to print signs in all sorts of shapes.

QCI's location in Center City wasn't big enough to hold its existing equipment plus the new machines. So last summer, QCI moved to 20,000 square feet in the Moorestown West Corporate Center.

The move also enabled QCI to help pay for the equipment, which cost about \$600,000: \$250,000 for the flatbed printer, \$200,000 for the 10-foot dye-sublimation

UP CLOSE

COMPANY: Quaker Chroma Imaging Inc.

LOCATION: Moorestown, N.J.

CEO: Craig Tinkelman

TYPE OF COMPANY: Printer

2006 REVENUE: \$5 million

EMPLOYEES: 30

BIG DEVELOPMENT: Printed, at no charge, all the signs for the Susan G. Komen Race for the Cure, including the banners hanging on the Benjamin Franklin Parkway.

Source: Quaker Chroma Imaging

printer, and \$150,000 for the die cutter. Tinkelman said the company was able to get a low-interest loan from the New Jersey Economic Development Authority and PNC Bank.

The equipment has helped QCI land even more highly visible jobs. For example, the company used the flatbed printer for a 40-foot mural on aluminum for the Blue Cross RiverRink at Penn's Landing. It also is doing banners for events on the Professional Golf Association's "Play Golf America" campaign.

Most of QCI's business comes from Pennsylvania, New Jersey or New York, but as its work for the PGA shows, the company is starting to attract customers from other places.