

# HYPERSTITCH INC. TIMES

10th Anniversary Issue

## One Stitch at a Time

HyperStitch evolved over a period of a year during 1995-96. Pat Lawlor had been a junior high teacher in Huntley, but had started to feel the effects of "teacher burnout" after 20 years with a red pen. She and her husband Patrick Lawlor kicked around ideas for a second career option, investigating certain franchise opportunities, and other options. After a year of researching and planning, they bought their first embroidery machine, and Pat went to work in her family room. After 2 months, they purchased a second machine with 2 heads, and the rest of the story has been a steady increase/improvement every year. Although some customers came to her house to do business, Pat typically was "on the road" while Barb and others kept the machines humming. After 3 years HyperStitch moved into the lower level of Prairie St, adding screenprinting in 2000, as well as more employees. Vinyl and sublimation are other added techniques, and by the summer of 2005, HyperStitch expanded into the entire building at their current location. HyperStitch now has 5 full time employees, 6 part-time employees, and many thousands of loyal repeat customers.



HyperStitch Owner  
Pat Lawlor

Our customer profile is 65% corporate, which includes large national and regional companies, as well as smaller locally-owned companies with 1 to 25 employees. Most of these customers need garments to wear on the job or to trade shows, or even on the road. Many businesses make home visits, like heating, plumbing, electrical, remodeling, landscaping, duct cleaning, dog training, realtors, and home inspection service companies. Wearing corporate wear for identity purposes is vital! Many of them use our promotional products to hand out to their customers.

30% of annual sales are to non-profit groups like churches, schools, scouts, charities, and sports leagues. Typically, these orders are from dozens to 100's, with multi-media on most shirts, screenprinted front and vinyl name, for instance. The last 5% constitutes one of a kind orders such as custom birthday shirts (some of our customers have a wicked sense of humor!), baby blankets, Christmas stocking names, horse blanket names, golf bag names, etc. We stitch on almost anything!

As HyperStitch faces its next decade of excellence, we strive to be Pleasant and Perfect each and every day. Come in and look around. You will be impressed!

## Give Back to the Community

The beauty of local businesses is the synergy they create with the community. *Inc.* Magazine highlighted "Great Small Businesses" in its Feb 2006 issue, citing being part of a community as one of the 5 vital criteria for a vital, growing business.

All of HyperStitch's current employees live in Marengo or Union, and a great majority of all employees throughout our 10 years have been from the local community. Having local employees strengthens our ties to the community, as well as developing 5 full-time good quality jobs and 7 or more part-time jobs in the community.

Sales tax from merchandise sold at HyperStitch returns to Marengo in the form of city monies that are spent for city improvements and other budget items. Since HyperStitch is incorporated in the city of Marengo, the property tax it pays and the sales tax it collects directly benefits the city and its people.

Being a vital, aware part of the Marengo-Union community means that HyperStitch gives back in the form of donations to many members and organizations in this community. A partial list of benefactors of HyperStitch's donations are local boys baseball teams, girls softball teams, boys football teams, girls cheerleader teams, schools, churches, animal rescue groups, Settlers Days, chamber of commerce, local charity drives, local benefit drives, educational foundations, high school band, food pantry, special needs child services, kids cancer charities, local preschools, middle school reward program, high school reward program.



## One Stop Shop for Gifts

Here are some Great Ideas for You:

**Teachers:** Photo mug of student, Mouse pad with teacher's hobby

**Grandparents:** Fully embroidered sweatshirt, "Grandma's Caddies," "Grandpa's Fishing Buddies"

**Moms:** Denim shirt with her favorite hobby, Sport mom could use a stadium blanket with the school logo

**Dads:** Work jacket for the yard, Cap with a hobby or passion

**Teens:** Cap in a "hot" color, Stocking cap, Hoodie

**Family Reunion:** Color-coded caps or t-shirts for each branch of the family

**Company picnic:** T-shirts to denote corporate teams, coolers, tote bags

**Businesses:** Company logo on polos, jackets, caps, hoodies, sports bags, sweaters

**Sports or school clubs:** Vinyl names & numbers on the back of shirts or jerseys, rally rags

**Christmas:** Photo ornaments of kids, Stocking embroidery

**Baby:** Custom embroidered blankets with name and date. Cute and useful rompers and baby clothes

**Anniversary:** Afghan with custom name and date for wedding

**Uniforms:** School, Police, Fire and Rescue shirts, caps, job shirts, jackets, mocks, polos

## Knock Your Socks Off Customer Service

Excellent customer service is the most important job of a business. The reliable staff at HyperStitch will "go the extra mile" to have your embroidery or screenprinting needs met. We will take the time to find a specific brand of garment, or a comparable brand that you like better!

HyperStitch has a short turn-around time of two weeks. If you have a specific deadline, we will meet it sooner! We will always listen to your questions or concerns. Sometimes answers take research, and we will be happy to do that for you!

A unique quality about the corporate structure of HyperStitch is that the sales people are also the production people. The person who helps you through ordering a birthday photo shirt for your spouse is also the one who will be making that shirt. This system ensures that your sales person has a lot of suggestions for you. You will be more pleased with your product if you have chosen exactly how you want it to look. We can do that!

The HyperStitch staff will be happy to explain the different processes we use to decorate your garments. We will then help you decide the best choices for your clothing needs. HyperStitch will work with a business to match your corporate colors for shirts for your staff. We enjoy working with a customer for a special personalized gift.

HyperStitch is so serious about Knock Your Socks Off Customer Service, that last summer when a new phone system was installed, we refused to have a pre-recorded voice directing phone traffic, or individual mailboxes. With the aid of caller ID, we try to always have the exact person helping you answer the phone. That way, our customers don't have to wade through a sea of receptionists and department people to explain their question numerous times. We want to make your HyperStitch experience as smooth as possible!

# HYPERSTITCH INC.

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Two blocks north of the  
McDonald's on Route 20

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### Store Hours:

M, T, Th, Fri. 8:00 a.m. to 5:00 p.m.

Wed. 8:00 a.m. to 7:00 p.m.

Saturday 8:00 a.m. to 1:00 p.m.