

South Florida Business Journal - June 19, 2006

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SOUTH FLORIDA THE BUSINESS JOURNAL

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PK Graphics: 11th-hour event fliers done fast

South Florida Business Journal - June 16, 2006 by [Tynisa Trapps](#)

When Sean Saladino, a former Miami Beach nightclub promoter, first approached **PK Graphics** in 1998 to print event fliers, he found the company's CEO, Miguel Paredes, huddled behind a 22-inch monitor in the middle of his one-bedroom South Beach apartment.

"You couldn't tell if he was in there or not," Saladino recalled with a smile.

Since then, Paredes has moved his offices to a swanky building on Lincoln Road and Saladino went from being his client to PK's director of operations. And, after six successful years in business, Paredes said he and his staff will launch PK Express - a street-level, walk-in store that aims to assist small businesses by offering low-cost printing of marketing materials.

"A small business cannot afford to place a \$3,000 ad in Ocean Drive magazine or purchase a billboard," Saladino said. "The more we expand, the more we try to make [other promotional materials that can be used instead] more affordable."

PK's first store is slated to open this year in South Beach, and there are plans for another location in Pinecrest sometime in 2007. PK Express will be open from 9 a.m. to midnight and can take scheduled or emergency orders. All orders placed during those hours will have a guaranteed printing turnaround and delivery time by 7 p.m. the following business day, Paredes said. All jobs will be sent electronically to PK's printing plant in Pompano Beach.

PK can create a wide range of marketing materials, from postcards, business cards and fliers to graphic designs for large-scale music events, like the annual Winter Music Conference and the Ultra Music Festival. PK is the exclusive printer for both events.

That's pretty good for Paredes, who at one time used his bedroom as an office and slept on his couch to make room for computer equipment and files.

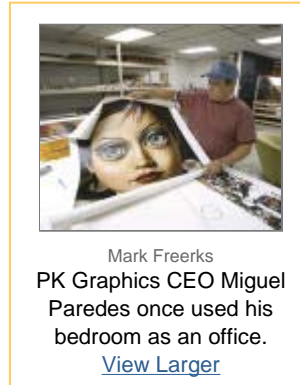
"We've come a long way from those early days," said Paredes, a 39-year-old New York City native. "We will never forget that we got here by helping small businesses get started. By expanding our services, we can accommodate the growth in our national and local accounts."

Piggybacking on success

PK Express piggybacks on the success of PK Graphics' goal to provide "quality, efficient service in a short amount of time," Paredes said.

Promoters and nightclub and bar owners work on a week-by-week schedule when advertising for events and major parties. That means if they want crowds to come to their "two-for-one **Budweiser** nights" or pool tournaments, they must get fliers and posters produced, printed and on the streets within a short period of time.

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Mark Freerks
PK Graphics CEO Miguel Paredes once used his bedroom as an office.
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"Many events you book are 11th-hour in this business," Saladino said. "You need enough time to get the word out so as many people as possible can come."

In 1998, Paredes negotiated with a local printer to print overnight the materials he worked on. He charged club owners and promoters a wholesale price for the work that might have taken another firm a week to complete.

After that first year in the business, Paredes' company made \$1 million, he said, and revenue has grown every year. In 2005, PK Graphics earned \$20 million, he added, and as of June 1, PK has seen a 25 percent jump from last year's total.

Key to Paredes' success has been the use of the gang run - a press run with 20 to 40 image impressions that allows several jobs to be completed at the same time. Paredes, who said he runs an average of 4.5 million impressions a day, estimates the average PK print job costs about \$125.

Local customers can call in or e-mail an order that will be complete within 24 hours, while those elsewhere can have work completed within 72 hours, according to PK officials. Sales associates field calls virtually around the clock in case a client has a question or concern about a job.

It was that type of customer care and quick turnaround that led Laura Quinlan, director of the **Rhythm Foundation**, a Miami-based nonprofit concert promotion firm, to first work with PK in 2000. Ever since, she said, she has sent her concert mailings and brochures to PK, choosing to stick with the firm after negative experiences with other graphics companies.

E-mail editorial assistant Tynisa Trapps at ttrapps@bizjournals.com.

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