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BOOMERS FIND JOY IN SECOND CAREERS
COUPLES BENEFIT FROM COMBINED EXPERIENCE
AND BUY THEIR OWN BUSINESS

(Little Rock, Arkansas)---It's always good to have a backup plan to your backup plan. Fortunately, Glen and Susie Ellison never found themselves in such a situation, but nonetheless, their story illustrates the importance of planning ahead.

Glen, 65, and Susie, 62 – residents of Maumelle – say that they always looked forward to being together in a business one day. Glen spent 40 years in the supermarket industry as a store manager, district manager and eventually, area vice president. Susie had a career as a realtor.

They worked hard at those careers so they could end up working together in their Instant Imprints franchise, located at 200 N. Bowman Rd. Instant Imprints has transformed the apparel, sign and promotional products industries by combining multiple businesses into one with its offering of custom t-shirts, branded apparel, signs and banners, promotional products and print services.

The Ellisons spent more than a decade preparing for the transition from hard work for others to hard work for themselves. Late in Glen's career, his company was sold to a group of Wall Street investors. "I knew then that I would probably need to find something else to do," Glen said. "I stayed in the industry another 15 years, but we started looking for new business opportunities."

Glen had an interest in the graphic arts and Susie had been a home economics major in college with a minor in marketing, so that pointed them in a definite direction. “We started looking into opportunities and found Instant Imprints,” Glen said.

Susie has overseen operations of Instant Imprints since it opened, with Glen joining the business three years ago. Instant Imprints primarily serves customers in the Little Rock area, but has clients across the state and even out of state.

“We serve a pretty broad customer base from business, healthcare, schools and churches,” Glen said. “The biggest part of our business is generated from embroidery and screen printing services.”

Instant Imprints differentiates itself by providing “uncommonly good customer service.” That five-star treatment also extends to its franchisees. Instant Imprints is the first and only franchise to share ownership with franchisees – offering 10,000 gifted common shares to every existing and new franchisee at no additional cost. Instant Imprints has a long-term goal to go public by the end of 2020.

“We try our very best to do what we say we will do,” Glen said. “We treat people with respect and we stand behind our work.”

Primarily, an apparel-based company, Instant Imprints’ strategy over the coming years is to stay current with products and technologies in order to grow its market share but also expand the signs, promotional products and print services of the brand.

“The more Instant Imprints grows, the more valuable our franchise becomes,” said Glen. “We are always seeking to grow the value of the business.”

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ABOUT INSTANT IMPRINTS

After its beginnings as a family-owned business, current Instant Imprints CEO Ralph Askar and a group of shareholders bought the first Master License for Instant Imprints in Canada. Askar brought almost 30 years’ experience as a successful master franchisee for Mail Boxes Etc. and The UPS Store. The rest of the rights to Instant Imprints were acquired in 2011. Today, Instant Imprints has 49 operating centers across the U.S. and

Canada, with short-term goals to add 20 centers, four Area Franchisees and one Master License by the end of 2016. For information, visit instantimprints.com.