

PROMOTIONAL FEATURE

# Sir Speedy Printing still thriving in digital age

By **PATRICE FISHER**  
STAFF WRITER

**NEW BRITAIN** — Sir Speedy Printing Center, at 200 Main St., prides itself on being a comprehensive printing and marketing business that has been serving the New Britain area for over 30 years. From document production to direct mail programs to branding your logo on promotional products to signs, posters and banners, Sir Speedy does it all.

Maria explained how they got started with the franchise 31 years ago, “We joined Sir Speedy because we were looking for a franchise that encouraged cutting edge technologies, support programs and placed a value on a family owned business. Although the franchisor



Wesley Bunnell | Staff

Sir Speedy Printing Center is at 200 Main St. in New Britain.

strongly suggested we locate in Hartford my husband Mark and I decided to start our business in our hometown of New Britain. Our franchisor has been exceptional in their deliverance of support not only for owners, but our staff and customers.”

Sir Speedy began on West Main Street and moved to its current location 22 years ago. Although Sir Speedy is a national franchise, Maria and her team personalize their approach to customer satisfaction through solidarity and trust.

“Carlos Couto is our store

manager and has been with us 25 years. He knows our customers’ needs and requirements. People trust us. Some of our customers have been with us for 30 years. Our customers know when they develop a marketing or business branding need Sir Speedy delivers friendly, personal, knowledgeable service, a quality product, on-time and within budget,” says Maria.

Sir Speedy uses digital technology to design and print signs, business cards, flyers, promotional materials, banners, posters, finishing and

binding, personalized mailing services, and printing and copying. Customers can also submit digital work for production. Sir Speedy has heavily invested in digital technology to develop, create and print products for their customers and according to Bernacki, “the industry has come a long way. 30 years ago everything used to be black and white, now everything is mostly color. We moved away from analog to the digital age.”

Maria and her husband, Mark, who is New Britain’s town clerk, are very involved in their community, often volunteering their time and services to local organizations. Of the many organizations they serve, Maria is a member of the New Britain Lions Club while her husband is in the New Britain-Berlin Rotary Club.

Their participation in their community is important to them both whether it was being active members in their children’s schools when they were growing up or participating in nonprofit organizations. For the Bernackis, it’s about “being civic-minded and giving to others.”

Sir Speedy has persevered through the changing economic times and the development of the internet. “While the inter-

net has afforded convenience” Bernacki says, “it has helped us because our customers can’t talk to someone or rely on the internet for service. They come to Sir Speedy because they want the personal service from people that they have come to know and trust for over 30 years.”

This year is a banner year for Sir Speedy and the company continues to promote its services in signs, banners, and posters, direct mail and promotional products.

Sir Speedy is open Monday-Friday 8:30 a.m.-5 p.m. For more information, call 860-826-1798 or email send@sirspeedy-newbritain.com or visit [www.sirspeedy.com/new-britainCT270.com](http://www.sirspeedy.com/new-britainCT270.com).

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The New Britain Network Group’s mission is to provide businesses in the greater New Britain area with marketing opportunities, offering their superior services and/or products to prospective customers. The group meets at convenient locations on the second and fourth Fridays of the month, at 8 a.m. For further information, check the web site at [newbritainnetworkgroup.com](http://newbritainnetworkgroup.com) or call, Jack Crowley, membership chairman at 860-827-1201.

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