



Jeff Weinstock, above, left, Product Identification Group Vice President and General Manager. Pictured above right are examples of custom-printed products produced by Product Identification Group.

## Specialty Printer Flourishes with Can-Do Approach

### Product Identification Group

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No. of Employees: 22

#### Top Executives:

Les Weinstock, President; Jeff Weinstock, Vice President and General Manager; Arlene Weinstock, Vice President-Finance

#### Products/Services:

Overlays, Nameplates, Decals, Labels and Signs

Year Founded: 1964

Companies used to hearing “No” are happy to find Product Identification Group.

The specialty printer tackles the jobs that traditional printers cannot. And the decades of experience enjoyed by the staff at Product Identification ensure they can handle anything customers throw at them.

The printing challenge may be new to the customer but chances are, someone at Product Identification has seen it before, says Jeff Weinstock, vice president and general manager of the Garfield-based company. “We really do solve problems for people. That’s what sets us apart.”

Indeed, Product Identification can print on a range of surfaces and in a range of configurations. The company has produced vehicle wraps and name plates, and printed information on everything from coolers and iPads to watches, battery chargers and skateboards.

“A lot of times, we’re kind of the printer of last resort for our customers,” says Weinstock, noting that customer satisfaction is the company’s goal. “It doesn’t matter what we want to make. It matters what they want to buy.”

The company was founded in Fairfield in 1964 as K&N Nameplate. The name came from its founders, Ed Kraemer and Dave Nemchick, who started out etching metal nameplates for the aviation industry.

A lot of the company’s business came from printing on parts destined for the military. But it began branching out in 2001 after it was purchased by the Weinstocks, who changed its name to Product Identification Group. First, however, the company had to survive the economic freeze brought on by the terrorist attacks of Sept. 11, 2001, Jeff Weinstock says.

It got by initially by printing bumper stickers and other items imprinted with flags and distributing them wherever it could, Weinstock says. The effort gave the company enough time and momentum to build on its ongoing efforts to diversify its printing business. The company sold its last flag decal seven years ago, but its entrepreneurial spirit remains strong.

Product Identification Group has made several acquisitions, picking up companies called Alumigraphics, Koehler Industries and Micro Steel Rule Die. The moves have added to the company’s storehouse of know-how and machinery.

In addition, the company has built up a network of print brokers who bring it jobs that traditional printers often have to turn down, Weinstock says. “There’s still a strong need for this kind of specialty printing.”

The company also has a large inventory of government drawings for labels that were printed for past customers. It is likely that if someone is making something for the government, Product Identification has previously made a label for it. No additional up-front costs would apply for these items, saving the customer money.

Most recently, Product Identification Group has invested in new equipment, including digital printers, a die-cutting press and a pad printer. The new equipment makes the company more efficient and improves product quality.

But they don’t replace the need for experience, especially when it comes to figuring out how to print on a lobster-claw cracker.

“The thing about us is that we just don’t say ‘no’ a lot,” Weinstock says. “We’re a company that tries to say ‘yes.’”