



## HGI Company, LLC

HGI Company in Burlington, Wisconsin, is a privately held corporation owned by Craig C. Faust, who also operates as President and CEO. The company is comprised of four operating divisions serving a national client base: Hi-Liter Graphics, LLC; Inland Graphics; Plus Digital Print and Tempt.

Hi-Liter Graphics, a family owned web printing and finishing business specializing in the production of books, catalogs and directories was started in 1952 was purchased by Faust in May of 2003. Inland Graphics, specializing in commercial printing and hard/soft cover book manufacturing located was acquired in 2004. To compliment the web and sheet-fed capabilities of Hi-Liter and Inland, Plus Digital, a digital printer and asset management company was acquired in 2007. HGI Company purchased the assets of All American Graphics in September of 2008 and recreated the entity under the name of Tempt to capitalize on the rapidly growing Temporary In-Store-Marketing market segment. The combined capability of these companies has provided the marketplace with one of the most diverse and dynamic printing, finishing and digital asset management companies in the country.

Prior to Craig's purchase, the company was struggling with declining market share, lack of diversity of clients and product mix, also challenged by a decline in the demand for its core products from the internet/digital options. Within six months of his purchase of the company, Craig had invested significant dollars in both equipment and employee talent in an effort to broaden the capabilities and expand the product offerings. This created new account sales and the gain of additional volume from existing accounts.

Craig feels that right now is a good time to invest in the future and to further that investment, recently, SBA was able to assist HGI with a \$1.1 million dollar 504 loan to add new digital printing equipment to its In-Store Marketing division, Tempt LLC.

The uniqueness of HGI's products and services is their ability to provide a complete range of finished products. Craig has created a company that has the ability to be a single source provider for most print needs.

Since Craig's purchase in 2003, the organization has focused its' attention and investments on innovation, technology, partner/supplier relationships and most importantly, on its' customers and employees. Through this operating philosophy, the company has enjoyed uncommon growth and achieved many milestones including full-time employment increases from 87 to 245 employees; annual profit sharing, annual wage, and benefit increases, safety records achieved and average employee tenure of eleven years. This is just to name a few of their attained milestones.

The company is also involved in the community in several ways. Craig serves on the Burlington Chamber of Commerce Board; the company is a major sponsor of Chocolate fest in the City of Burlington, a donor to Veterans Building and supports Make-A-Wish, United Way, and many other local charities and community organizations. Craig also serves as President of the Web Offset Association and is a board member of Printing Industries of Wisconsin.

In an industry that primarily focuses on manufacturing one type of product only, HGI has excelled and gone against the industry standards by offering multiple products to multiple market segments in the same facilities and challenging their manufacturing group to be flexible and achieve what most printing companies struggle to do. They have also correctly identified and invested in production machinery and technologies that efficiently produce this unique array of products in a profitable manner.

Craig believes in a one company structure where all of the managers and associates work together to achieve business objectives. He feels this structure positions the company best to meet the needs of its markets and to capitalize on opportunities to advance the business through forging partnerships with customers, suppliers and investing in new technologies that add value to product offerings. For all the above reasons, HGI Company has been and is a successful business in these hard economic times and the reason why they were selected as SBA's Wisconsin Small Business Person of the Year winner for 2009.

When considering the company's success, Craig says, "It is the team that makes it happen." "Our people and their exceptional efforts, desire and ability to win that have made the company strong."