



## Margaret Cook

Camelot Print & Copy Center

previous employment as Assistant Director of Donor Services for the American Red Cross one of my duties was developing marketing that encouraged people to donate blood. Finding a competent printer who actually cared about customer service was always a challenge.

We specialized in copying discovery documents for attorneys. It was at that time we developed our philosophy to never say NO to a client.

and electronic discovery.

**Success Magazine: Margaret, when and why did you start Camelot Print & Copy Center?**

Margaret Cook: We started Camelot Print & Copy Center in 1997. In my

**SM: What services did you offer at that time?**

MC: Our original DBA was Camelot Legal Copy.

**SM: How have you changed your scope of product and services available to the public?**

MC: We now operate 24/7 and use digital equipment we only dreamed about in 1997. Our litigation offerings include scanning

An exciting new offering in our B2B services is variable data printing. Using digital printers we can link your customer database to the printed piece; totally customizing it to each individual client. For example, if you are printing a newsletter and your database contains information regarding your client's interests, you can customize that client's copy to contain articles targeted only toward their needs.



## Darcy Harding

Camelot Print & Copy Center

was very familiar with the staff of Camelot and their excellent customer service.

In the year prior to joining Camelot, I had begun to explore the opportunities available through the NYS Preferred Source program. This program is very rewarding to me personally because it offers employment opportunities to individuals who are fully capable of handling a full-time job, but who have struggled against barriers due to a disability. My main focus now is to build our Preferred Source offerings and develop relationships with state agencies that require reproduction services.

**SM: In what way has Camelot improved in their ability to service their clients through the years?**

DH: Camelot has always approached printing from a digital perspective. With the economic conditions as they are, digital printing is proven to reduce costs by allowing smaller quantities of printed material to be run. Companies no longer have to stockpile a storeroom full of brochures, flyers, and business cards that will oftentimes become outdated before being used up.

**Success Magazine: When did you join Camelot Print & Copy Center?**

Darcy Harding: I became part of Camelot in 2010. Our companies had been in the same building for over ten years, so I

**SM: What areas of expertise and skills did you bring to Camelot Print & Copy Center?**

DH: My expertise has been in the offset printing industry. I owned my own printing company for several years and have learned not only "printing" but also what it takes to survive in a challenging manufacturing environment.



## Cristene DerBoghossian

Camelot Print & Copy Center

I oversee the service staff, human resources and the everyday administrative tasks.

**SM: How has Camelot Print & Copy Center enhanced its customer service to excel as one of the premier printing companies in the region?**

**SM: As a working mom, what is your most difficult task in trying to balance your work and home schedule?**

**Success Magazine: What is your position at Camelot Print & Copy Center? What areas do you manage?**

Cristene DerBoghossian: I am the office manager and

**SM: As the office manager, what is your greatest challenge?**

CD: My greatest challenge is the changing needs of our clients. Every print job is a custom order. Making sure we can accommodate all of them on a daily basis really keeps us on our toes!

CD: Aside from our free pick-up and delivery (and the home-made cookies), we accept jobs through many resources such as email, ftp, web portal, etc...this all makes us very accessible and easy to work with.

CD: As a mom of five, I effectively have two full-time jobs. Serving the needs of both Camelot and the kids is certainly a challenge. Organization is key, but in the end it's about working as a team in both aspects of my life.



# Camelot Print & Copy Center

John C. DerBoghossian



**Success Magazine: When did you join Camelot Print & Copy Center and in what capacity?**

John DerBoghossian: I started with Camelot in August of 2001 as a customer service representative. I loved the job right away and saw a great potential in the company.

**SM: You have worked to engineer an improved product and market share, How have you accomplished that?**

JD: By working with our clients on a personal level every day, we get to know what their needs are now, but also where they are going and what their needs will be. We adjusted and grew as our client base did. We have worked hard to be on the leading edge of the print and copy market, adapting and changing as needed. The biggest key has been our customer service staff developing great

working relationships with our clients.

**SM: How has Camelot Print & Copy Center come through this recession?**

JD: Keeping diversified in many aspects of the print and copy world, Camelot has grown a very large and diverse group of clients. They are what keep us going. Word of mouth referrals are a huge part of this market. Many of our clients refer us to their clients and peers. In a down economy, people are looking for the best quality and service while being smart fiscally. Other competitors raised their prices to make up for down sales, or made cutbacks and their quality and service suffered. This helped many people to experience Camelot for the first time. Once we have a client, it is very tough for our competitors to get them back.

**SM: What is your market strategy for the future of Camelot Print & Copy Center?**

JD: Our strategy is to continue to grow with our clients. Their needs are our concerns. As we find other products that may save our clients' money, or be a better avenue for their needs, we will introduce them to it. Digital media is growing at a fast rate and that is where we are concentrating currently.

**SM: Where do you see yourself in five years as a company?**

JD: In five years we intend to have broken through the ten million dollar mark in sales and have at least one other Camelot location in New York. Last year we partnered with Northeast Career Planning, the goal being to create jobs for individuals with disabilities in the Capital District. We need to grow to accomplish that. It is a great motivator!

commercial printing • b&w/color copying • oversize copying  
scanning • graphic design services • display/sign printing

**100 Fuller Road  
Albany, New York 12205**

Tel. 518.435.9696 • Fax. 518.435.9688  
Email. [service@teamcamelot.com](mailto:service@teamcamelot.com)  
Web. [www.teamcamelot.com](http://www.teamcamelot.com)

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