



## ARCA Ink

Wendy Chadwick, Owner  
[www.arcaink.com](http://www.arcaink.com)



**arca ink**  
 Custom Screen Printing, Embroidery  
 & Promotional Products  
 "Branding without the Bull"  
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**Success Magazine:** When did you open ARCA Ink?

Wendy: We started ARCA Ink in the basement of our home in late 2001, after the birth of our youngest child. Our children's names are Ashley, Ryan, Cierra and Alyssa, so we used the first letter from each to form our business name—ARCA Ink. As business grew we decided to look for a location, which came about in July 2005.

**SM:** What was your background? How did you come into this line of work?

Wendy: I began screen printing shortly after high school—about twenty-three years ago.

Rob: I have worked for a number of companies in a variety of industries, and eventually began work as a self employed contractor. Contracting slowed down in October 2008, and with two full-time businesses and four kids, we decided to focus our efforts into one business.

**SM:** You are specialists in screen printing and embroidery. What do each of these processes entail?

Rob: Screen printing and embroidery are both processes done on garments and other miscellaneous items for businesses, schools, municipalities, etc. Screen printing involves applying different types of ink to items, and embroidery uses threads, twills, cottons, and felts.

**SM:** Are there benefits of one over the other, or is it a matter of personal preference?

Wendy: The difference is mostly personal preference. It is almost a standard for t-shirts and sweatshirts to be screen printed, while coats, hats, and polo shirts get embroidered.

**SM:** What is the easiest way for someone to place an order with you? How long does it typically take?

Rob: We pride ourselves on three major things: our quality is second to none, our turn-around time is generally seven to ten days, and we have NO minimums. We will

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deliver locally if needed, and we love to show people what we do. We do both our screen printing and embroidery in-house, and offer a full line of promotional products as well.

**SM:** Do you only accept orders in bulk? What is the smallest order you will create?

Wendy: We will print or embroider one or ten-thousand items. It doesn't matter what size the order, we will get it done.

**SM:** Does ARCA Ink offer design services as well?

Rob: We offer digitizing for embroidery at \$8.00/1000 stitches with a twenty-four hour turn-around, and vector artwork for screen

printing is priced at \$40.00 for single color and \$50.00 for a multi-color, also with a twenty-four hour turn-around.

**SM:** What sets you apart from others in your industry?

Wendy: What sets us apart from our competition is simply the fact that we care about our quality and our customer service. Our business is built on those two principles. Most of our work comes from word of mouth advertising and networking.

**SM:** Why are old-fashioned values important to you, and how do they play into your business?

Rob: Old fashion values, to me, are hard work, dedication to quality, and getting the job done PERIOD. My past work experience really taught me a great deal about running a business. I have had the opportunity to work under some dedicated bosses, and it has shaped my views on running a business.

**SM:** What advice would you give to others considering starting a family business?

Wendy: You must be willing to work when you do not want to, live on what you thought you could not live on, and have energy left when you get home to spend time with the most important people in your lives.... your children.

**SM:** What is your hope for the future of ARCA Ink?

Rob: I would love for ARCA Ink to become a strong entity for local businesses and even small corporate work. We love small orders, but would like to venture into multi-thousand piece orders. We hope to hire a few more employees, but never want to lose touch with our quality control and close customer relationships.

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