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## Oostburg screen-printing company changes name

The change from Mount'n Screenery to Mountain Promotions reflects the Oostburg-based screen-printing company's decision to offer expanded services as much as it reflects a change in the times.

The original name was a play on words as screens are mounted on rotating arms as part of the screen printing process for apparel.

After purchasing the business in 2008, Kris and Tom Michel and their son, James, realized the unique spelling of the business name was difficult to explain, especially over the phone.

"The name was clever, but the spelling was too nuanced for the Internet age," James said. "When we started working on our new website and looking at new directions for our business it became clear that we needed an easy to remember, easy to spell, e-friendly name."

Since "Mountain" was used by many regular customers as a nickname for the business they knew it should stay. It was decided to add "Promotions" to reflect the decision to expand into offering in-house embroidered apparel and other promotional products such as coffee mugs and bumper stickers.

Last year, the company purchased commercial embroidery equipment from the former City Sports of Sheboygan. After several years of outsourcing their embroidery work, Mountain Promotions gained control of product quality and turnaround time to better serve their local customers.

"We hired an industry professional to train one of our printers to use the embroidery equipment. Before we knew it we were remodeling to build a special embroidery room," said Kris. "We're looking to purchase more equipment in 2011 and potentially hiring new employees to help meet the demand."

Mountain Promotions saw offering promotional products as a natural revenue source to help boost its bottom line. Since they already had two graphic artists on staff and a solid understanding of the printing process it was a natural service to add to their promotional repertoire.

"Business experts kept emphasizing that in tough economic times it is smarter to offer more to your existing customers than it is to find new customers," said James. "We realized that instead of referring our customers somewhere else for promotional products we could become a one-stop promo shop."

Mountain Promotions' new website is [www.mountain-promotions.com](http://www.mountain-promotions.com).