



LAZER LOGO INC.



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LAZER LOGO INC.

Company Mission

Lazer Logo was established to provide design and printing services to the neighborhood of Fenley, which is located over 4 miles from the nearest large-chain design/print store. It seeks to provide the highest quality prints and design services for the most competitive prices. Customers have consistently rated the quality of completed projects as far surpassing that of Kinko's or any large-scale print retailer, all at a fraction of the cost. Lazer Logo was founded by a Fenley resident, and seeks to also grow the community through providing job training and educational support to its employees. Lazer Logo uses state-of-the-art equipment to offer solutions for all kinds of printing needs. Whatever the job, Lazer Logo will get it done.

Location and Key Historical Facts

Lazer Logo was founded by Fenley native Lorenzo Jackson in 1994 in response to many neighbors who were struggling to design logos and create printed advertisements for their small businesses. Since its founding, Lazer Logo has grown to operate three separate stores in the Atlanta area, all in neighborhoods without easily access to copy services. In 2000, Lazer Logo announced its education initiative, which offered highly competent employees with educational grants to pursue studies in business. Since its inception, the Lazer Education Grant has helped over 40 employees gain an educational foothold through a college education. Of those 40, 25 now work for Lazer Logo as managers and marketing associates. Lazer Logo is committed to giving back to the community, and has hosted the annual Fenley Canned Food Drive since 2002. In 2004, Lazer Logo unveiled its new self-serve website, an idea proposed by Brian Jacobson. The website has expanded to allow for clients to pick up their completed projects at a variety of community stores ranging from restaurants to convenience stores.



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Clients

Lazer Logo offers simple design, copy, and print solutions for everyday printing needs as well as large-scale projects for corporations. Skilled designers and marketing experts are ready to work with clients who do not have a piece ready for print at no extra cost. Additionally, Lazer Logo also serves international customers who wish to market their products/services in the United States without establishing an overseas office. Our skilled marketing and design team will work to create a tailored package to suit every need.

Team

Lazer Logo has three branches in Atlanta, with the office on Yarn Road as its headquarters. Each branch is headed by a skilled team of managers and executives which handle operations. Skilled technicians manage copy stations and are happy to assist with copy and print questions. Each location also has a team of designers and marketing specialists who are ready to work with a variety of clients to design materials tailored to specific needs.

Services

Lazer Logo offers a variety of printing, design, and copy services found at most national large-scale retailers at a fraction of the cost. Everything from copying documents to scanning and emailing assignments is available at our self-service stations. For larger projects, our print assistants will be happy to direct you through the wide range of services we offer. We can print business cards, banners, posters, flyers, brochures, cards, and a wide variety of other items. If you do not yet have a design completed, our skilled team of marketing and design specialists will work with you to design a complete package solution for your needs. Additionally, we also offer custom printed T-shirts, mugs, and other items perfect as a personalized gift or employee recognition award!



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