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## PRESSED FOR SUCCESS: Yurchak grows in printer-friendly Lancaster County

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A decision to embrace digital technology is paying off for an expanding printing company in Lancaster County.

Yurchak Printing Inc. plans to consolidate operations into a new 35,000-square-foot facility at 480 Running Pump Road in East Hempfield Township. Construction is expected to begin in April and wrap up in October. In early February, Gov. Ed Rendell's office said the Pennsylvania Industrial Development Authority would provide a \$678,000 loan to the company to help it pay for the \$2.2 million project.



Tim Morda, finishing technician, handles the quality-control inspection of case-bound books at Yurchak Printing Inc. in East Hempfield Township. Yurchak offers short-run digital-printing services. Photo/Amy Spangler

The project illustrates the continued vitality of Lancaster County's printing industry, which supports myriad companies and employs several thousand workers. YPI has grown from five employees when it was established nearly a decade ago to about 60 employees, said John Yurchak Jr., the company's chief executive officer. Although Yurchak would not disclose the company's annual revenue, he said the figure is increasing by about 10 percent each year.

"(The expansion) will give us room to grow the company," he said.

YPI specializes in short-run book manufacturing for clients in the legal, accounting, science and medical industries. Short run means the company prints small numbers of copies of a publication at a time. This is especially important to clients in industries in which published information can become quickly outdated, Yurchak said.

"We help publishers manage their inventories," he said.

Yurchak noticed the trend toward digital technology several years ago and decided to take his company in that direction instead of sticking with more traditional printing methods. YPI does all of its printing using digital laser printers. Unlike desktop laser printers that print several pages per minute, the printers at YPI print out 272 feet of copy per minute.

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The expansion project will help YPI handle its growing workforce and operate more efficiently, Yurchak said. The new building will allow the company to consolidate its two facilities in East Hempfield Township. One of those facilities is 24,000 square feet, while the other is 5,000 square feet.

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Printing firms tend to be attracted to areas with access to abundant labor and a low cost of doing business, said Joseph Vincenzino of the National Association for Printing Leadership in Paramus, N.J.

“That attracts any company to an area, and printers are no different,” he said.

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There are more reasons why Lancaster County remains a hotspot for printing, local observers said. The county’s location in the Northeast gives YPI easy access to clients in areas such as New York and Philadelphia, Yurchak said.

The presence of printing giant R.R. Donnelley also has an effect, said Will McGrorty, sales manager for Montgomery County-based Pemcor Inc., which has operations in Lancaster and Lebanon counties. Chicago-based Donnelley employs more than 1,000 people in Lancaster County. Those workers create a pool of labor that other area printing companies can tap.

“There seems to be a hotbed of talent here,” McGrorty said.

McGrorty also cited the presence of professional organizations, such as the Susquehanna Litho Club, which have helped build camaraderie among workers and develop the county’s printing industry. The club, for example, has a foundation that provides scholarships to encourage young people to pursue careers in graphic arts.

Yurchak believes in the continued viability of printing in Lancaster County. He expects his company to add three to five employees each year over the next few years. Even the growing popularity of the Internet and digital gadgets doesn’t stifle his enthusiasm for the printed word.

“It’s a little difficult to take a computer with you into the bathroom when you sit down or if you’re on the beach and want to read,” he said.



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