

Gill's Printing & Color Graphics

Website Content

HISTORY

As Told By Victor Gill, President

Bugsy Siegel and a Borrowed Suit

The story of my family business is one filled with rich heritage and deep roots in the Las Vegas area. My parents, Jack and Dorothy Gill, came to Las Vegas in the early 1940's. They pledged their wedding vows at the world-renowned Little Church of the West, which had recently been built in 1941. My father's employer (and close friend) was the iconic mobster, Benjamin "Bugsy" Siegel. How close were they? Jack worked right by Bugsy's side to help launch the infamous Flamingo Hotel and Casino. On my parents' wedding day, Bugsy lent my father a suit so he could get married in style.

A New Beginning

After a brief period away, my parents moved back to Las Vegas in 1955 where my father spent many years as a partner and sales representative for a successful printing facility. In 1972, my parents and I started the family-owned and operated Gill's Printing and Business Forms, Inc. From the beginning, our mission was to provide customers the highest quality services in a timely fashion and at a competitive price. We promptly hired a team of sales representatives to solicit our business and build customer relationships. I am proud to say that many of these relationships still exist today and are stronger than ever.

Partnerships for Success

My sister, JoAnn Gill Grady, joined the business in 1982 and is a Partner in our company. With JoAnn's invaluable contributions, our family made the decision to partner with another business forms manufacturer out of Phoenix, Arizona. This strategic alliance allowed us to better serve our core line of business, which was printing general business forms. Now, we could offer customers an even higher quality service, more competitive pricing and a diversified product line of services that were relatively hard to get in those days.

A Future in 4-Color

In 1998, Gill's Printing and Business Forms, Inc. expanded our operations yet again by acquiring Southwest Color Graphics, a Las Vegas-based, 4-color commercial printer. The acquisition allowed us to further diversify our services to include high-quality, 4-color print capabilities. We then consolidated our printing facility, fulfillment warehouse and Southwest Color Graphics into

one company, Gill's Printing and Color Graphics. The benefits of the buyout went far beyond acquiring state-of-the-art equipment or an expanded product line. More importantly, we gained an experienced, dedicated group of seasoned technicians and knowledgeable office staff. My family has always been proud of our products, services and technology, but nothing compares to the pride we have in our staff.

Gill's Delivers with Mail Xpress

The new Gill's Printing and Color Graphics strategically relocated our business within one block of the main Bulk Mail Center (BMC) here in Las Vegas and promptly acquired equipment to add direct mail printing to our product line, including lettershop, digital printing, and 4-color variable print capabilities. Not to mention, the sophisticated technology to offer direct mailing services. We formed a separate company, Mail Xpress, and began providing direct mail services to the gaming industry with a focus on casino loyalty programs, player marketing and development. Over the last 15 years, I am proud to share that Mail Xpress is in great demand and serves customers throughout a wide range of industries. Most notably, we hold exclusive contract mailing services status with UNLV, in addition to serving as their preferred print provider.

A Family beyond Bloodlines

Throughout the years, we've been grateful for the additional family members who have joined our team. Heather Saunders, Senior Customer Service Representative always ensures clients receive the attention they deserve. Our Production Supervisor, Justin Gill, closely monitors the factory floor making sure the final product exceeds customer expectations. Yet, the Gill's definition of "family" goes far beyond bloodlines. Geri Spain, our Partner and Comptroller, is invaluable to our organization. Although not related by blood, we consider her much more than family and couldn't do what we do without her. Those same feelings go toward our great group of dedicated employees, many of whom have been with us for as long as 30 years.

Success and Something New

For over 43 years, we've earned the reputation of being the most sought-out print facility in the Las Vegas area. My family is proud to have worked with countless major casino operations, educational institutions, law firms, restaurants, conference centers and many more throughout the years. Our success is based on listening to the needs of our customers and continuously diversifying our services to meet their demands. In 2010, we entered the promotional products industry by offering a full-line of promotional products. Most recently, we have begun offering Convention and Tradeshow Services to assist local conference centers and event attendees from around the world. Needless to say, our customers couldn't be happier, and we know you'll feel the same.