



A VERY SUCCESSFUL SECOND GENERATION BUSINESS

Metzgers

Tom and Joe Metzger

Holland, Ohio

The printing industry is notoriously competitive. Yet in the five years since they purchased the business from their father, Norb, Tom and Joe Metzger have more than doubled sales at Metzgers, a printing company in Holland, Ohio. Their success exemplifies the belief that their father, Norb, held when he and Tom founded the company as a typesetting shop in 1976.

“As the story goes, he wrote this on a little card, hung it on the wall, and started from there,” Joe Metzger, president of Metzgers said. “It read, ‘No business grows by accident. It takes great people and great customers working together with a common goal.’”

From its beginning, the company has evolved as the publishing industry has changed. Metzgers now offers a full range of graphic arts services including commercial printing, digital printing, typesetting, high-speed copying, direct mail and fulfillment services.

“Even though we’re becoming a paperless society, the printing industry is expected to grow in the coming years,” said Tom, chief executive officer of Metzgers. “Anticipating that growth, we recently added a new five-color press, a mailing services center that handles ink-jet addressing and envelope insertion, and an on-line warehouse that allows customers to store and order their print materials.”

Metzgers’ history of steady growth is even more remarkable considering both brothers battled cancer in 1989, taking them away from the business. Their cancers have been in remission for more than a decade.

“When we were getting radiation therapy—I got it at 3:30 p.m. every day for three months—I couldn’t work after it, so I was coming in at 8 : and working until I went for therapy,” Joe said. “And guess what, during those years, we were able to grow the business. We couldn’t work a lot, so our great staff worked harder. But from that, I think our people do a better job.”

As a consequence, Tom and Joe fully appreciate the need for financial planning. They have relied on Joel Tschantz and J.R. Toland of Savage & Associates, Inc. for advice regarding their personal finances and business.

“They’re handling our 401(k) plan for our employees, the company’s health plan, and buy/sell agreements for Joe and me,” Tom said. “They’re also helping us consolidate many of the company’s plans that were previously being managed elsewhere. This makes it much easier for us because we’re not getting information from a lot of different sources.”

“Joel and J.R. work with companies our size,” Joe said. “That’s critical. The Toledo area is made up of small businesses, but a lot of advisors don’t really work with business owners and understand their day-to-day problems. They do.”

