



A History of Expanding Growth

Premier Graphics first opened its doors in 2002 occupying a small shop in Holland, Michigan. The company primarily catered to the automotive aftermarket offering window tinting, remote car starters, car audio, truck accessories, and vehicle graphics. In an effort to grow, our second shop in Grand Rapids was acquired a year later.



As owners of the company our number one goal was to provide the best possible service to our customers. We made a bold and risky move to close the physical doors after the tragedy of September 11. We spent time lending our expertise to another company while continuing to serve our existing customers with on-site service. This distinction was a hit and the idea of building a mobile truck came to life. We purchased a Ford passenger bus; completely gutting the interior. We filled the bus with our equipment, wrapped the entire thing in an American Flag motif, and hit the road! The bus was an overnight success.

Not long after going mobile we were faced with a new challenge; more work than we could handle. We hired a secondary installer, but the bus had gotten crowded and realistically we could only work one project at a time. A decision had to be made. Build another bus or open a shop.



In 2008 Premier Graphics leased a building in Jenison equipped with two vehicle bays and a meager office area. We then had the extra space we needed to continue to run the mobile operation. With lots of hard work we were blessed with continued growth over the next two years. Our client list expanded and soon even this space became too small. Most of our on-site service had been in Grand Rapids so the next logical choice was to look for a larger building there.



Once again, in 2010, Premier expanded. We occupied the West side offices within the Great Dane dealership and utilized the semi-trailer sized bays inside the 50,000 sq/ft building. We felt strongly that this amount of space would serve us well for years to come. Business then continued growing rapidly. Unfortunately, the mobile bus took a minimum of two highly-skilled employees to run and it became a burden. We made the difficult decision to retire it, and there are days where we still miss that time on road!



The Great Dane dealership announced it was leaving the outdated building for a smaller more efficient space in 2011. For a time Premier enjoyed reign of the entire 50,000 sq/ft area. Without the limitation of space we were able to support more projects than ever. We had no idea that sharing the building had been holding us back. Early in 2012 M&K Truck Sales leased the whole building for their body shop causing the space problem for us once again.

On February 1st, 2012, we moved into our current building at 54th & Clay. We now have a spectacular customer lounge with seating, an expansive showroom, and an abundance of office space. We have also dramatically expanded our screen printing and our new production departments.



We invite you to stop in, meet our crew, take a quick tour and find out why we are Michigan's largest fleet graphics company with gold stars in service, quality, and price!

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505 56th Street SW, Wyoming, MI 49548

P: 616-301-9000

www.MySignDesign.com

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