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Printworx



Printworx owner Carolyn D'Amico, affectionately known as "The Boss", moved from Long Island, NY to Mercer County in 1987. While raising her son, Michael, she worked at a variety of full- and part-time jobs before she purchased the business, known as Triangle of Hamilton, in 2004. In 2011, Carolyn opted out of the Triangle franchise and established her own identity as printworx. She sponsored a contest to rename her business by encouraging customers to submit name suggestions. The winner would receive \$200 cash, and entries submitted were reviewed anonymously. When Carolyn was reviewing the entries, the name "printworx" jumped out at her, and she knew that was the winner. But at that time, she didn't know that her own mother had submitted the name that won the contest and the prize!

Carolyn says she loves the printing business because there is something new every day. "My staff has established personal relationships with our clients, and as a small business, we take great pride in providing that personalized service to our customers," she says. "We are also very excited because we have expanded our printing services, to include banners, lawn signs, promotional products, shirts and so much more."

Carolyn now does much of the printing for the Hamilton Area YMCA, but she has a long history with the Y that started 19 years ago when her son took swim lessons at age three. The relationship continued through her son's participation in baseball and basketball as he grew up. Then, when Carolyn purchased the printing business, the Y was a client, and the relationship grew from there.

"Over the years, I have developed a personal relationship and feel a personal connection with the Y staff and board members, especially Denise Goldenbaum, and Mike Heenehan" says Carolyn. In addition to a vendor-client relationship, Carolyn/printworx supports the Hamilton Area YMCA's Strong Communities Campaign, various fundraising events, and also sponsors some of the Y's youth sports teams. "Organizations ask me for money all the time, but it's hard for a small business owner like me to give to everyone. I like to support the Y because I have friends who are active members at the Y, and I like what the Y does for the community. I also feel that the after school programs are great! Kids really need direction these days, and the programs that the Y runs in the schools and at the Y, as well as Summer Day Camp at Sawmill, really give kids what they need. I also like the idea that the Y brings people together, and the children get to meet kids from other schools."

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2103 Whitehorse-Mercerville Road • Hamilton, NJ 08619 • 609.586.3006