

Sir Speedy Printing of Roanoke Relocates to Larger Facility

For long-term customers of Sir Speedy Printing of Roanoke, there hasn't been a problem finding the new business location at 22 West Church Avenue. The new facility, three times the size of the previous location, is just a couple of doors up from the original building.

Kamran and Anna Karbassiyoon, owners of Sir Speedy, discovered the growth of their successful downtown business made the original building too small. They needed additional space to accommodate their new business document management services and equipment. They completely remodeled the 22 West Church Avenue building and opened the new facility in May.

The new location makes it easier than ever for business customers to order printing, scanning, archiving, mailing, online ordering, and document management services, according to Kamran. The business also continues to offer its customers competitive pricing on full-service digital printing and copying, as well as free pickup and delivery.

A long-time client of the Roanoke Regional Small Business Development Center, the SBDC interviewed Anna and asked her a series of questions concerning the new expansion and how the SBDC had helped Sir Speedy become such a successful downtown Roanoke enterprise.

Question: When did you start Sir Speedy and what prompted you to go into the printing/graphic design business?

Anna: "We always wanted to own our business. After thorough research Sir Speedy Printing started in June 29, 1995. With my husband and I having technology backgrounds, we specifically liked printing and copying business because it was a way to serve other businesses and still be involved with high technology. What makes this business fascinating is establishing business with our clients where they consider us as part of their entity and utilize our services."

Question: How many employees did you originally have? How many are employed in your business now?



Anna & Kamran Karbassiyoon
Sir Speedy Printing of Roanoke

Anna: "We opened with two employees nine years ago, a wonderful graphic designer and myself. We managed to run the business and accomplish all the jobs on a timely fashion. We quickly added a full time pressman. Today we have eight employees."

Question: What is your and Kamran's education and work experience?

Anna: "I was born in Italy from an Italian mother and an American Italian father. When I was 15 years old, my father was transferred to Santiago Chile where I lived for seven years with my family. The seven years spent in Chile were wonderful and very educational. I was even there during the fall of Salvador Allende (the socialist leader of Chile). In 1979 I came back to the States to attend graduate school and received a masters' degree in chemistry. It was in graduate school that I met Kamran. Shortly after getting married we moved to Roanoke from Massachusetts (where Kamran was working for a company called Valtec as a fiber optics engineer). Kamran's new Printing: online ordering; single or

multicolor printing; full color digital printing; color copying; high speed copying; oversized copying; full color posters and banners; graphic design; bindery and finishing; and mailing services."

Question: Why did you want to host an open house of your new facilities?

Anna: "The reason for having an open house was to thank our customers and the Roanoke Valley community for allowing us to serve them for nine years and helping us grow our business to today's level. The open house also gave us the opportunity to show our capabilities to our present customers and our future prospects."

Question: How have the services offered by the Roanoke Regional SBDC been helpful to your business throughout the years?

Anna: "It took almost a year of researching before my husband and I invested in Sir Speedy Printing. I strongly believe that in order to be able to run a successful business, it is imperative to be educated in several facets of the business. Given that, prior to opening Sir Speedy Printing, in order to educate myself and learn about ins and outs of what it would take to run a business I attended several training seminars/workshops offered by the SBDC. When we made the decision to move to our present location, we met with Roy Baldwin, director of the SBDC, for advice as well. SBDC has been very instrumental in assisting us in making the right decisions and helping us avoid costly mistakes."

Question: What do you consider to be your most significant professional accomplishments at Sir Speedy?

Anna: "My most significant professional accomplishment is achieving the Century Club Sales Award in 2003. There are 600 Sir Speedy centers and we made the top 100. We were also nominated for the Small Business of the year in 2000 and 2001 by the Roanoke Regional Chamber of Commerce."