

# COLOR REFLECTIONS: “BEING SPECIAL” AND ON THE CUTTING EDGE OF TECHNOLOGY – AND THE MARKET

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— Eric Berger, President, Color Reflections



## IF YOU'RE A BUYER OF PRINT PRODUCTS,

especially top-quality signs and displays for everything from point-of-purchase displays to movie and TV sets, you likely know Eric Berger and Color Reflections. Color Reflections has ridden the wave of wide-format printing technology since its inception to be a marquis provider of specialty print solutions to exacting customers nationwide. Christopher Santomassimo of OGC Solutions® recently sat down with Eric Berger, Color Reflections' President, to discuss how the company's "secret sauce" of success for nearly 40 years.

Color Reflections, located in Philadelphia, is a leading full-service provider of high-quality printing solutions with a nationwide presence. The company has established itself as an industry leader in providing exquisite printing and visual communication services for a range of clients. Recently, Color Reflections has been in the news for its continued growth and the leadership of Berger. Founded in 1989, the company specializes in grand-format printing, custom fabrication, and installation services. Its state-of-the-art equipment and expertise in visual communications have earned it a reputation as a top provider in the industry.





### Technology Is a Critical Focus

According to Eric Berger, the company's focus on innovation and customer service has been key to its success. "At Color Reflections, we've always believed in pushing the envelope and finding new and innovative ways to serve our customers. We pride ourselves on our ability to provide high-quality, customized solutions to meet our clients' unique needs," says Berger. Berger's leadership has been instrumental in driving Color Reflections' growth and success. His passion for the industry and focus on innovation have inspired his team to deliver top-quality solutions and services to clients whose relationships the company has maintained and expanded for decades.

Indeed, Berger and Color Reflections have often been the first to experiment with the latest printing equipment – always in the name of "getting a leg up" on their many competitors. That affinity for "bleeding edge" technology has not only crowned Berger a leader but also a go-to industry guru for manufacturers as they develop product offerings and perfect technologies. "Typically, the manufacturers reach out to me because of my history and because I'm the first one to buy in the group, and then our six other locations will end up buying the equipment as well."

However, Berger admits that being "special," takes more than spending money on equipment especially in the current ultra-competitive marketplace. "You can no longer go out and spend half-a-million dollars and buy a piece of equipment that makes you special. It just doesn't happen anymore."

Berger's focus on technology has always been a primary driver of the company's expertise and reputation and its ability to deliver the highest quality output to customers whose needs have little tolerance for less-than-perfect work product or late deliveries. Color Reflections' many impressive customers include the producers of Saturday Night Live for whom Color Reflections prints vivid back drops.

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 President,  
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### The Pandemic Effect on the Industry

The demands for quick turnaround accelerated exponentially during the COVID-19 pandemic. "Since COVID, especially because of changes in the retail market, the timelines are tighter, and the turns are quicker, says Berger. "Customers expect it and don't tolerate premiums on price because of a rush. It's become par for the course and a minimum customer expectation."

### Diversity of Resources Equals Capacity – and Options

The company's expertise and commitment to customer service have allowed it to continue to grow and expand its offerings. One of the many challenges for commercial printers that "keeps them up at night" is the ability to deliver on time and in full despite interruptions such as equipment breakdowns and labor shortages at a given production site. The shortage of labor has risen to the top of the list during the recent pandemic. For Color Reflections, their six locations across the United States give it special capacities to service customers according to tight schedules despite these everyday challenges – perhaps on schedules unheard of even five years ago. "We can manage extremely large jobs and get them done in a timely fashion with our extensive resources, says Berger. "We luckily have a lot of redundancy as well as special relationships with industry partners. We know that if there's ever a hitch, we can offload to other locations and meet customer needs without interruption."

### Sustainability is Also a Driver

Under Berger's leadership, Color Reflections has also been recognized for its commitment to sustainability, investing in eco-friendly solutions to reduce its environmental impact. "Our commitment to sustainability is a reflection of our values as a company. We believe in doing our part to protect the environment and reduce our carbon footprint," Berger says.

Overall, Color Reflections is a company that is well-positioned for continued growth and success under the leadership of Eric Berger. "I'm incredibly proud of the team we've built at Color Reflections. We have a group of talented professionals who are passionate about what they do and committed to delivering the best possible results for our clients," says Berger. With a focus on innovation, customer service, and sustainability, the company is poised to continue its growth and remain on the "bleeding edge" of printing technology.



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