



MEMBER SPOTLIGHT

Printing Impressions

PRINTING · GRAPHICS · SIGNS



Scott Schoppert

I started my career very early in life. My father owned a weekly newspaper and job shop, The Martinsburg News. My earliest recollection of working at the print shop was when I was around 8 years old. I was the “printer’s devil”. Anytime I was not in school, I was at the shop sweeping floors, returning handset type to the type cases and carrying lead down to the basement to be re-melted into next week’s news stories and advertisements. At age 16, my father announced that he was selling the print shop to concentrate full time on his other business, The Guitar Room.

After graduation I worked at Martinsburg Printing Company, but at the age of 23, I decided to lease a 1,000 square foot space on Rock Cliff Drive and opened my own printing company.

Fast forward 10 years and the growth of our fledgling business had us busting at the seams of our rented space. I decided that it was time to find our own property, design and build our current facility. 3,000 square feet, plenty of space, so I thought. Since then we have added 2 additions to that building and currently total over 5,000 square feet. When customers tour the shop, they always comment about how neat and orderly our shop looks.



The printing industry has changed quite a bit over the 30 years we have been in business. It is so much more than just ink on paper. We have also ventured into ancillary services that all businesses need. Banners, signage, vehicle graphics and mailing services, just to name a few. So much of what we print is mailed. We can acquire targeted mailing lists, direct address imprint, and mail custom, personalized versions to each mail recipient.

Another area of our growth has been in advertising specialties or promotional products for give-aways. Customers love getting “swag” and will hold on to a product that has your name and contact information on it.

We like to spend time with the customer to understand the final use and goals of their marketing pieces so their printed products meet their needs.

In my 30 years of operating this business I continue to love what I do and remain committed to staying abreast of technology and equipment advances that enable the business to diversify our product offerings. We continue to try to be a single source for our customers, and love the opportunity to take on unusual projects.

I have also been fortunate to have been selected as the Small Business of the Year by the Martinsburg-Berkeley County Chamber of Commerce, serve on the Advisory Committee of the James Rumsey Vocational-Technical School, a Board member of the National Print Owners Association (NPOA) and am the President of our business property association.

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