



*“(Ken) delivers when he says he will. It’s really that simple.”
– Mark Smith, customer of Specialty Screen Printing*

PRESS RELEASE

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A small-town specialty screen printer stands out in a big way

YAMHILL, OR – (Aug. 5, 2020) – Sometimes it is the simple things that stand out and leads to a business’ success, even during a global pandemic. Specialty Screen Printing, a subsidiary of K R Johnson Business Trust, is a small, two-person business that specializes in the latest innovations in screen printing, but it thrives on good old-fashioned, quality customer service.

The 16-year-old business offers custom fabrication screen printing on any surface you can imagine for commercial and marketing agency clients. More recently, work transitioned from more traditional signage, product displays, labels, and direct mail campaigns to graduation celebration signs we all have seen scattered along various Oregon communities’ front lawns due to COVID-19.

Specialty Screen Printing separates itself from its competition, in part, with its innovative screen-printing services that uses multi-colored ink on any surface you can imagine. Its client list includes Audix Microphones, Chemwest Systems, Inc., and FASTSIGNS® in Salem as well as local causes like this one in Newberg, www.Don'tGiveUpSigns.com.

Specialty Screen Printing co-owner Ken Johnson said you name it, the 41-year industry veteran can print on it.

“We can custom fit anything from window and bumper stickers, promotional products on plastics and metal, such as circuit boards and membrane switches,” he noted, adding “not a lot of shops are doing those now. Our strength is in our different substrates and materials.”

Mark Smith, owner of FASTSIGNS® in Salem, said there are good old-fashioned, simple reasons why he has selected Specialty Screen Printing to order, in bulk, its corrugated plastic screen printing.

“His customer service, timing, and prices led us to not look anywhere else,” Smith said. “That’s how we choose almost all our vendors. There are a lot of screen printers out there. He delivers when he says he will. It’s really that simple.”

(more)

According to a 2019 “State of the Industry Report” from the Center for Print Economics + Management & Government Affairs and Advocacy, in-house experts forecast up to a two percent increase in sales in the screen-printing industry. However, the report was created by “Printing Industries of America” prior to the coronavirus pandemic. In the report, it also noted that market growth was spurred by “micro trends,” which it identified services such as specialty printing, labels, POP display, package manufacturing, and direct mail.

About Specialty Screen Printing:

Specialty Screen Printing, a dba of K R Johnson Business Trust, was originally founded in Tigard in 2004. In 2013 owners Ken and Linda Johnson were seeking more of a quaint, small-town lifestyle while still wanting to operate their business close to their clients in the Portland metro and Salem areas. Specialty Screen Printing works with commercial and marketing agency customers within a 60-mile radius of Yamhill. Along with their five-month-old pug, Rocky, the husband-and-wife operation runs from a 500-square-foot space in the couple’s Yamhill home. In his spare time, Ken said he’s trying to learn how to operate a drone, which he hopes to use the technology to help showcase his work soon on the company website: www.specialtyscreenprinting.com. If interested in more information, please visit the website or call Ken at (971) 998-8274.

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