



# North Carolina Academy of Physician Assistants

March 30, 2004

Richard Smith  
Laser Image Corporate Publishing  
2810 Meridian Pkwy. #132  
Durham, NC 27713

Dear Mr. Smith:

I have been using LICP for a few of our large printing projects for the past 3-4 years, and have always been pleased with your service and product. I was under the impression that you only handled larger projects like these, so we continued to use a neighborhood business for our smaller copying projects. Earlier this year they abruptly and unexpectedly went into early retirement and closed their doors.

I needed someone to pick up the slack, and in a hurry, because we were just a few weeks away from our major annual conference! I contacted LICP to see if you could help this one time. Now, I'll never use anyone else.

While your shop is 30 minutes from our office, you are never more than an email away. I used to have to drive to the printer to drop off and pick up our materials. Now, I just upload them through your website and you deliver the finished product.

Not only does LICP save me time, you also save me money. Your prices are remarkably lower than our previous supplier. And don't even get me started on your customer service. Messages and emails are returned in a flash. Your customer service reps are friendly, helpful and go out of their way to service our account. I can always count on you to meet my completely unrealistic deadlines.

Thank you! Thank you! Thank you!

Jennifer Hedgepeth  
NCAPA Administrator

3209 Guess Road, Suite 305, Durham, North Carolina 27705

(919) 479-1995

(800) 352-2271

Fax: (919) 479-9726

Web site: [www.ncapa.org](http://www.ncapa.org)

E-mail: [ncapa@ncapa.org](mailto:ncapa@ncapa.org)

Laser Image Corporate Printing has consistently provided CED with quality service for all of our printing needs. The LICP team is the embodiment of professionalism and speed. Their digital print processes have allowed us to maintain a high-quality product, while providing us with a competitive pricing structure.

LICP understands that good customer service means understanding the business model of their customers. Their representatives strive not only to comprehend our print needs, but also our strategic objectives and how they might best help us meet those goals with our print collateral. Their business model is to understand our objectives and in that endeavor they have succeeded time and time again

--Winston Bowden  
-- Council for Entrepreneurial Development