



## MEMBER PROFILE:

# Creative Source

They say every cloud has a silver lining. If **Mike Boyd** and **Dave Hess** had their way, that lining would have a sign on it.

After all, that's what happened to them. Formerly part of the creative team in Camelot Music's marketing and advertising department, Boyd and Hess launched Creative Source after Camelot experienced a financial downturn in 1996. They applied their expertise in creating effective in-store marketing materials and put it to work producing high-impact graphics, signs and displays for businesses of all types.

Having earned a national reputation by producing eye-catching graphics for malls and shopping centers, the company offers the same visual solutions to local and regional businesses—all from its office and production facility at 4623 Everhard Rd. NW in Canton.

Today, Creative Source specializes in creating, printing and installing large-format signage and displays that turn heads and help businesses stand out in the marketplace. The company works with vinyl, adhesives, decals, mesh and other durable materials typically used for displays for both outdoor and indoor applications.

"We have deep experience in turning big ideas into bold graphic representations," said Boyd. "whether it's on a sign, banner, wall graphic, floor graphic, trade show display or other large format. We're here to help companies stand out through strong graphic and visual presentations." Because Camelot Music had grown as a mall-based chain, Boyd and

Hess understood the unique needs of malls and their tenants, and that experience paid off. The company established relationships with clients such as Belden Village Mall, Beachwood Place, SouthPark Mall and Aurora Farms, and experienced rapid growth in its first decade in business.

Even after the national economy slowed a few years ago, Boyd and Hess continued to think big. They moved the company to a 5,000-square foot location in the heart of the Belden Village retail district. In addition to providing greater visibility, the new facility featured an area for the company to welcome clients and organizations who needed a place for meetings and seminars. Dubbed the "Idea Center," the 1000-square foot meeting room has hosted training seminars, chamber of commerce functions, business meetings, and networking events.

Because of their experience at Camelot, Boyd and Hess are comfortable working hand-in-hand with the in-

house marketing departments at other companies. "We've been there before and have an appreciation of the requirements and expectations of in-house departments and advertising agencies," said Boyd. "We're here to complement their operations and maintain the integrity of the brands they've created."

Despite the company's growth and experience with various marketing approaches over the years, Creative Source remains first and foremost a place for businesses to turn for large-format signs and displays.

"We put customer service above all else," said Boyd. "We're fast and easy to work with, and our staff works hard to get the job done right. It's a formula that has worked well over the years, and it's what we'll continue to do into the future."

For more information, contact Creative Source (330) 497-5556 or visit them online at [www.csforideas.com](http://www.csforideas.com).

*Shown are examples of signs and displays that are typical of projects completed by Creative Source for its clients every day.*

