

# Making paper work for over 40 years

A lot has happened since Lake City Printing opened in 1977.

Story, photos Special to the American Press



Father-son duo Matthew Romero, left, and Peter Romero are owners of LCP and FASTSIGNS at 1723 W. Sale Road in Lake Charles.



Recent advancements include expanding into the Beaumont area with the acquisition of Becker Print and Mail. The original Becker Printing began in 1947; LCP gained ownership in 2017 and expanded into the Golden Triangle area.

“One of the things that appealed to us was the fact that Becker was a well-established company with a good clientele of business. Also, we were able to retain their postal permit, so we can drop mail in Beaumont for faster service to Texas

residences,” says Peter Romero, owner of LCP and FASTSIGNS along with his son, Matthew.



The LCP and FASTSIGNS teams work well together. The two companies share over 20,000 square feet as well as some of the printing technology.

Another recent development has been the addition of Adrian Andrepont to the LCP team as operations manager. Andrepont worked for two large printing companies in Lafayette for 16 years.

"His experience and vision have helped us streamline our operations process, speed up delivery to our clients, and ensure quality throughout every step," explains Matthew.

Investing in quality printing technology has been one of the key factors of LCP's success throughout its 41 years. In June of this year, LCP installed a 6-color plus coater Komori Press to go along with their 7-color HP digital press.

"No one from Houston to Baton Rouge has any better capabilities," Peter says.



FASTSIGNS opened in 2015 offering vehicle graphics, signage (both interior and exterior), interactive and digital signage, and wall and window graphics to name a few.

"We can do virtually any type of communication you need, from banners to kiosks," Matthew says.

The LCP and FASTSIGNS teams work well together. The two companies share over 20,000 square feet as well as some of the printing technology. FASTSIGNS is located adjacent to LCP on Sale Road.

The success of LCP and FASTSIGNS lies in continually improving, whether it's technology, the facility and warehouse, or the skills of the 30 employees.

"We're constantly learning and upgrading," explains Matthew. "Printing and digital technology are continuously changing. We're on the forefront to ensure we deliver quality pieces to our clients in as little time as possible."

In addition to printing, LCP also offers a comprehensive mailing service. By using targeted demographic information, LCP can compile a mailing list based on street, income level, home ownership, age, and many other criteria.

"This allows businesses to reach their potential customers efficiently," says Peter.

Every Door Direct Mail, or EDDM, is also an option for companies that want a fast direct mail piece without a mailing list.

Promotional items are a great way to bring a company's brand into everyday items such as bags, shirts, office products, tools; virtually anything can have a logo printed on it. LCP offers a wide range of promotional products.

Despite the ever-changing technology, a few factors of the companies' success haven't changed: the dedicated employees and offering exceptional customer service.

"We have employees who have been with us for 20 and 30 years," Peter says. "They have helped build what we have today. As a team, we're dedicated to quality and exceeding our customers' expectations whenever possible."

LCP and FASTSIGNS are located at 1723 W. Sale Road in Lake Charles. For details about LCP, call 337-477-2595. For details about FASTSIGNS, call 337-478-5232.