



## Anderson Incubator Welcomes New Clients

*The Anderson Business Incubator located in the Flagship Enterprise Center has announced two new clients. College Displays specializes in producing bulletin boards for colleges and universities to display campus news and updates, while GraphX Now provides printed promotional materials.*

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Anderson, Ind. -- The Anderson Business Incubator, a division of the Flagship Enterprise Center, has added innovative advertising company College Displays and promotional printing company GraphX Now to its list of clients. According to DeWayne Landwehr, Executive Director of the Flagship Enterprise Center, "These two businesses are great examples of the type of business the Anderson Business Incubator wants to help. The businesses are clean, there will be jobs for people who already live here, and the owners have a clear vision for growth as well as a strong sense of community. Additionally, in the case of College Displays, their business also pulls in money from many other states, from the East coast nearly to the West coast."



College Displays specializes in producing bulletin boards for colleges and universities to display campus news and updates. The bulletin boards are provided free of charge to the schools. The company sells advertising space on the boards to the local college community businesses, as well as regional and national companies, and shares a commission from the ad sales with the universities. They also work to sell advertising on campus digital screens. Proceeds from ad sales are able to benefit both the company and the university. Formed in 2007, College Displays saw a steadily growing client base, and eventually, says co-owner Tammy Rimer, the business became too large to run out of her home. In April, it relocated to the Anderson Business Incubator, which provided more space and resources for the growing firm. While College Displays is headquartered in Anderson, co-owner Tammy Rimer explains that the company's clients can be found across the country. "We're working with about 35 schools nationwide, but we are also forming strong ties in town with Anderson University and the Flagship Center."

GraphX Now offers a wide variety of printed promotional materials, ranging from yard signs and vinyl banners to embroidered apparel and automobile lettering. Like College Displays, the business began in owner Aaron Higgins' house just over a year ago, and continued growth led him to seek out the Anderson Business Incubator to house his budding business. The company has already offered its services to numerous businesses and political candidates in the area and feels that the incubator provides great potential for reaching new clients. "This has been a great interim location for us," says Higgins, "and it's allowed us to grow beyond where we could in the past and to take advantage of new opportunities." Higgins adds that GraphX Now wants to continue to expand its product line to areas like etched glass and stand out in their field by offering an all-inclusive catalog for customers. "We really want to be a one-stop location for anything you need to promote your business," says Higgins. "Whether it's lettering on a vehicle, a sign in your yard, or a giveaway that you can hand to your customer, we want to be able to meet all of those needs in one place."

For more information about College Displays contact Tammy Rimer at (765) 639-5131 or visit College Displays on the internet at [www.collegedisplays.com](http://www.collegedisplays.com). To contact Aaron Higgins and GraphX Now, call (765)374-3128.

Created through a partnership between Anderson University and the City of Anderson, the Flagship Enterprise Center serves as a small business incubator and growth stage business accelerator. Through its client-specific Client Support Program, the FEC helps emerging companies to become independently viable. Located at I-69 and (exit 22) in Anderson, the FEC provides ongoing contact with management consultants, university researchers, student mentoring opportunities and access to capital. The FEC also provides management and technical support for the Anderson Business Incubator. For more information, contact DeWayne Landwehr at (765) 622-0800 or visit the FEC Web site at [www.flagshipenterprise.org](http://www.flagshipenterprise.org).

Source: Flagship Enterprise Center