

Printing NEWS

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After Almost a Century, Enterprise Press Makes Its Move

In January 2006, after being in lower Manhattan for 95 years, Enterprise Press moved to Englewood, N.J. A family-owned commercial printer providing a wide variety of graphic services to a diverse group of clients located in the Tri-State region, the company is run by Benjamin Hort and Daniel Hort, brothers who are great-grandsons of the company's founder, also named Benjamin Hort.

According to the firm, the move was a big decision, with much to consider, but the city had become too expensive and hostile to manufacturing.

The firm's old building at 627 Greenwich Street had a platform where the company loaded and unloaded trucks. In recent years, however, trucks were being ticketed more often and drivers were being told to move on by police and traffic agents. In addition, the company was experiencing neighborhood harassment due to the noise, as well as truck traffic.

Despite Enterprise Press' concern that some clients and employees might be unwilling to follow, the move was made easier by the fact that a large number of suppliers had already relocated out of Varick Street. Additionally, the New Jersey Industrial Development Agency provided financial incentives.

Making It Work

The new building is located less than five minutes from the George Washington Bridge, and there is a public bus that runs regularly from the New York side to the building. According to the company, after six months in New Jersey, it has not lost a single client because of the move.

The firm provides car service pick-ups for clients who

view jobs on press, and messengers regularly shuttle back and forth to the city. Now, the sales force is beginning to focus on attracting New Jersey business. "We have found there is much more of a psychological distance than a physical distance," stated a company representative.

The Hort family owned the old building at 627 Greenwich Street and was able to cash in on the booming real estate market in Greenwich Village, and buy a building that was a good deal cheaper and much better suited for manufacturing. Having all of manufacturing on a single floor is a plus. The new facility, The William Morris Hort Graphic Arts Center, is named for the Hort's grandfather. It is 50,000 sq. ft., and sits on a piece of land that provides free parking to the occupants and a grassy area for outside breakfasts and lunches.

The Horts have put \$1 million into the building to make it attractive, comfortable, and efficient. The outer walls, windows, roof and gutters, heating system, and bathrooms have all had extensive work. "We've done a lot and there is still some more work to do, but it feels like home now, and we expect to be here a long, long time," the Horts said.

The company is looking to rent out 10,000 sq. ft. of unoccupied space to tenants who will add services Enterprise Press can provide to its clients. They have already rented space to an offset printer who runs smaller presses and enables the firm to provide invitations, letterhead, and labels to clients.

As more print-related businesses are forced to leave the Varick Street area, many may move to New Jersey, and Enterprise Press hopes to make a home for some who can complement the services it offers.