



WCBS Print Services

[Printing You Can Trust]

Who is WCBS Printing Services

provided by Bryna Blum,
WCBS Printing Services

Bryna Blum – AKA “The Printress” – is President of The WCBS Group (“WCBS”). With technology as the impetus, Bryna and

her IT Manager, Marty Gronewald, have moved from providing business forms to a local Los Angeles clientele in 1981, to become a full-service company with 4 websites under the WCBS umbrella, suppliers across the USA and Canada, and clients in all 50 states, Canada, the Pacific Rim and the Caribbean. WCBS now provides everything from logo design, corporate packages, online offset, digital & large format printing to promotional products. WCBS has evolved over the years to be who their clients need them to be.

from a recent interview



Trade Magazine Inquiry (TMI): Why did you first begin working in the Printing and Marketing service industry?

Bryna Blum: It was a fluke. My late husband (and a partner) was selling hardware and software and ancillary products, when he was asked if he could do forms for SABRE, an airline reservation system. He said, “Yes!”, even though he didn’t know what SABRE was at the time, and the rest, as they say, is “history.” I went in to work “for two weeks” because he was ill and have been working ever since.

TMI: What service or aspect of WCBS do you want more clients to be aware of?

BB: Certainly that we are one-stop shopping. Once we have a logo in the system and familiarize ourselves with the needs of a client, there really is no reason to go elsewhere. See wcbsPrintServices.com for our blog and an overview of the breadth and depth of all that we can provide. www.wcbs4color.com certainly is the site most used by clients here in the valley.

TMI: Let’s imagine a client is worried about costs and trying to cut every excess they can. Why should they consider a service like WCBS essential to their practice?

BB: We have been printing for so long that we know all about budget restraints. We look for and find ways to save our clients money. Because we are not bricks and mortar (storefront) we are not limited by the equipment we own, nor by the products we can offer. Oftentimes, we can produce a job for less out of state and deliver it to a client for less than if it was produced “next door.” Our prices are consistently among the lowest in the industry. It’s basic to our personal and business integrity that we can be trusted to provide value.

TMI: What is the biggest problem you see with the ways clients handle (or don’t) their marketing, image and aesthetics?

BB: Many “get” that their image matters; and despite having limited resources at times, make the effort with color and design to stand out. Others don’t. Web pages are launched and forgotten-with deals years old still featured. Logos are tired. And some still think black is the way to go because it’s FREE. A fear factor still exists about spending money.

Full, bright color is now virtually the same price as black and white or just one spot color; and it “feels good.” For years I have stressed that in both the best of times and worst of times a business has to look successful. One’s image is everything! Clients make decisions every day about a business’ capabilities, professionalism and friendliness based on what they see: their web sites, emails and physical correspondence, business stationery and, of course, extra, useful items like presentation packaging or promotional products. How does your business ‘look’ compared to your competition? Now, with everyone’s competitors a click away, a unique, memorable logo, a clean, friendly website and a consistent, professional image are essential to stay competitive. It’s a fact that one never gets a second chance to make a first impression!