



Southwest Idaho

Mapping out a future for success

2018



Blue Print Specialties

William Glasgow
Boise, Idaho
Started: 1973

BPSBoise.com



“The consultant at the SBDC helped me incorporate new ideas into my business model.”

Capitol Copy & Print dba Blueprint Specialties opened in 1973 with a tabletop copier servicing small businesses throughout Boise. By the late 70’s the business had expanded to large format printing, blueprints, the MLS and other industry specific work. As Boise grew, CCP/BPS services started to include business-to-business print services, equipment sales, construction site documentation and signage to their business model. As the print industry continued to evolve, CCP/BPS realized the change in printing services with companies and the needs within the businesses.

Will Glasgow, managing partner, of CCP/BPS, connected with a consultant at the Idaho SBDC that he took a marketing class from. He worked with the consultant on a marketing strategy for his business and incorporated it into his traditional sales model. The company invested in a new printing system in which he then implemented targeted marketing strategies to educate clients on the new face of printing.

In 2018, the business has experienced record setting monthly sales and Will is able to penetrate his business into new markets with his innovative printing.



**EMPOWERING
BUSINESS SUCCESS**