

Anyone who has driven on Route 18 near the I-71 interchange late in the evening on a weeknight knows that it can be a very lonely place. With the possible exception of the gas stations and a few fast food restaurants, most of the businesses through this corridor are closed and the lights are out. If you look into the easternmost corner of Plaza 71, however, you are likely to see a single light in the midst of darkened doorways.



Regardless of the hour, at HYPE LLC, someone is likely to be there working diligently on a client project. Drive up to the door and you will probably see the very large, yet very sweet, face of Shyla, an American Bull Terrier and resident muse to the creative talents within these walls. "Some people think that Shyla is here to protect us," says Scott Schwab, Creative Director for HYPE LLC. "In actuality, it's more likely she's protecting the outside world FROM us!" Indeed, the energy created here is almost palpable, and that is what drives the success of this talented organization. They work long hours late into the evening not because they have to, but because this is what they love to do.

HYPE LLC is the next step in the journey of excellence that has been the hallmark of Hudson Printing of Medina. Steve Vojvodich, President of HYPE LLC, says "In developing HYPE LLC, we wanted our own brand to reflect our ever-expanding capabilities and cutting edge creativity. Our client base has traditionally thought of us only as a resource for printing, and we offer so many exciting options beyond that." Creative solutions offered by HYPE include:

- HYPE Design, with capabilities in Brand Identity Initiatives, Logo Creation/Refinement, Positioning Statements and Comprehensive Design
- HYPE Web Solutions, which includes Website Design and Construction, Website Management/Hosting, HYPE Traffic for search engine optimization, and HYPE Connect for email capabilities
- HYPE Printing, including offset and digital printing, as well as wide format printing
- HYPE Services, an assortment of versatile business services ranging from exhibit shows and promotions to communications solutions and multi-media productions.

Vojvodich emphasizes that his team is a full-service marketing and promotional resource with capabilities that extend beyond those typically found in this area. "We chose the name HYPE because it has energy and an 'edge' to it. Then, one of our clients put it all into perspective for us by using our new name as an acronym for 'Helping You Promote Everything'. From that single conversation, we knew we had a winner!"

For more information about HYPE LLC and its offerings, go to www.HYPECentral.com or call the office at 330-591-4800.