The Village lures screen printing store
December 29, 2007

A company that was the official screen printer for this week's Motor City Bowl has opened for business in the Village area of West Lafayette.

Underground Printing had locked up the bowl game printing contract before the Purdue Boilermakers were chosen to play Central Michigan -- and even before the company decided to open its location near campus.

"Purdue is gung-ho about its sports. We felt it was a great place for us to go," said Rishi Narayan, who founded the company six years ago with Ryan Gregg. "We look for a campus that has atmosphere and flavor, where a lot of people can walk to. The Village is a great example of that. It's a prime location."

Based in Ann Arbor, Mich., the company can do custom printing and embroidery work on T-shirts, sweat shirts, jackets and a large variety of promotional products, including tote bags, hats, mugs and keychains.

"This is the first time I've been excited for Christmas break to end," said store manager John Zarse, a Purdue graduate who is looking forward to students returning to campus.

"Fraternities, sororities, student organizations -- the Greek community is one of the biggest parts of our income."

The company also has stores near college campuses in Ann Arbor, Kalamazoo and East Lansing, Mich., Madison, Wis., and Champaign, Ill.

"We want to be in convenient, high-traffic areas. All printing is done off-site," Narayan said. "We do all the printing ourselves. Next year we're planning to open 12 stores."

BUSINESS NAME
Underground Printing

ABOUT THE OWNER
Narayan was born in West Lafayette, where he lived for about eight years.

"I don't remember a lot about all that," he said.

"I do remember we had many birthday parties at Arni's."

HOURS
Monday through Friday, 10 a.m. to 7 p.m.

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