

# Gimbels in Print



*Roger Gimbel*



*Gail Gimbel*

This year, our family recognizes our long history in the printing business. It just seemed like the right time to do it.

Though we've been busy helping Gimbel & Associates clients meet the business challenges of this very unusual year, we've also taken time for reflection. For us in the Gimbel family, that includes recalling our experiences with printing. Many of our memories and significant lifetime events include the printing industry in one way or another. We've got ink in our blood.

Our father, Hy Gimbel, was passionate about printing, and that enthusiasm is shared by all of us who have worked over the years to make the services offered by the Gimbel companies be the best in the business. This short book merely scratches the surface when it comes to our father's accomplishments, and the contributions from his many associates and relatives over the last 80 years.

The print business was stimulating in 1942, and it's still exciting. Today, more than ever, companies in the print industry must be on their toes, ready to tackle the next obstacle or jump on the newest opportunities this dynamic industry offers.

As you consider where your career in the print industry may take you and think about the path you've chosen to get you to this point, I hope you enjoy this brief peek into our own family history. We think it explains a lot about why we at Gimbel & Associates continue innovating and responding to the constantly changing needs of printing professionals.



## **The Gimbels Enter the Printing Business**

In 1942, Hy Gimbel and his brother started their printing company. When Madison Square Offset opened on Broadway in New York City, the company had one press, one room, and a phone. Hy's commitment to customer service and innovative methods contributed to a well-deserved reputation for high quality, fast service, and reasonable prices. Madison Square Offset began supplying companies with printing services and their business boomed.

Hy was always in tune with trends in technological research. He often brought new equipment into the shop and familiarized himself with the capabilities of new printing devices and communication networks, leveraging the new technology to offer his customers the best service possible. Hy often understood the practical application of print devices better than the manufacturers who created the machines. He provided equipment manufacturers with valuable feedback based on hands-on experience and real-world applications. As technology advanced, the company re-branded as Electronic Reproduction Services and then became The Xerographic Reproduction Center (XRC).

**HY GIMBEL (SEATED)  
WITH HIS BROTHER HARRY**



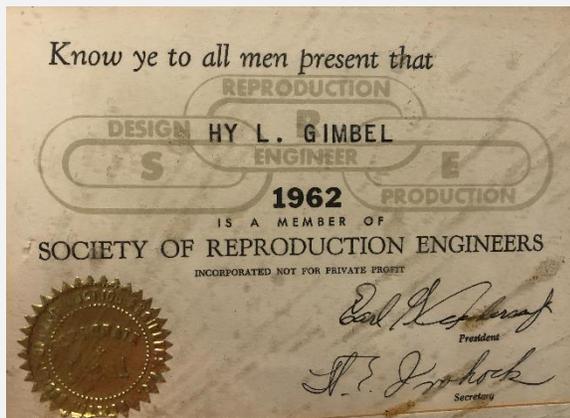


**AUDREY GIMBEL & PHIL ACKERMAN**  
(with unidentified entertainer)

Hy Gimbel was a pioneer in the printing industry. He recognized many businesses required on-demand copies of business documents and was one of the first to develop the concept of quick copy centers to satisfy this growing business need. Hy Gimbel was also active in the business community. He served as chairman of the Manhattan Chapter 9, of the Society of Reproduction Engineers for many years. He even invented a special fast-drying ink designed to end smear problems, allowing the coverage of sizeable areas with solid black ink, even on coarse paper. Hy licensed the ink to Itek Business Products in 1971.



**Hy Gimbel, SRE Chairman,  
receives A.B. Dick award**



## The Family Business



From the very beginning, this growing print business was a family affair. Participating in the business at various times were Hy's brother-in-law Phil Ackerman and niece Harriet Ackerman. When Hy passed away, Hy's wife Audrey and her son Roger took over management of XRC in 1978. With Audrey as president, the enterprise was certified as a woman-owned minority business at a time when corporate leadership in the US was dominated

by men. By this time, the company was located on West 34th Street in New York.

Hy and Audrey's children, Roger and Gail, continued the family tradition. Roger opened yet another Gimbel enterprise called "Copy Shop" in the 70's and Gail became a top saleswoman for the company. Roger eventually took over the management of XRC. In 2004, Gail rejoined her brother as Executive Director when he formed the company now known worldwide as Gimbel & Associates (GA). The siblings continue to work together in the company today.

## Gimbel & Associates

Following in his father's leadership footsteps, Roger became a founding member of the International Printer's Network (IPN), serving as its chairman for 10 years. The IPN is the world's foremost alliance of leading-edge companies in the printing, visual communications, and graphic communications industry serving global companies. He was also presented with an Honorary Certificate of Premier Partners Ambassadorship from the Xerox Premier Partners organization. Roger is a credentialed Electronic Document Professional (EDP) and has been honored by several groups and institutions in recognition of his service to the printing industry.



Besides the personal experience his family brings to their international management consulting firm, Roger has assembled a team at Gimbel & Associates with vast experience in all aspects of the printing business. GA clients count on them for help with print operations, marketing, sales training, new technology implementation, strategic planning, and more. The company offers expertise in areas such as digital implementation, wide format strategies, variable data, business development, and customer workshops. The company's mission is helping their clients achieve their growth and efficiency goals.

Naturally, having such a long history in the print service provider business, GA works with companies for whom print is the product. But today the range of services such businesses offer has expanded to include digital marketing services as well. The team at Gimbel & Associates is well-versed in new technologies and provides guidance and advice as their clients transition to business models that include a variety of printed and non-printed products and services.

The same holds true for large corporations that maintain their own in-house print operations. These organizations too are adjusting to the constantly evolving demands in marketing and customer communications. Experts at GA work with these entities to tackle the challenges associated with enterprise-wide support as the in-house print operations serve their internal and external customers. GA is also instrumental in assisting in-house print operations with hybrid solutions, where some print is done onsite and some is outsourced.

Continuing the practices that Hy Gimbel established decades ago, GA now also frequently works with hardware and software manufacturers, helping to create marketing plans and sales tools to introduce their products to worldwide buyers. Just as Hy did in the past, GA experts bring a real world, end user perspective to the companies who design new print devices and the software that runs them.

In honor of their parents, Gail Gimbel and Roger Gimbel established the Herman L. Gimbel and Audrey M. Gimbel Memorial Scholarship in 2017. This four-year scholarship funds the education of a full-time student pursuing a career in the graphic communications marketplace. The scholarship is currently administered by the Print and Graphics Scholarship Foundation (PGSF).

A focus on the family has always been important. When they weren't managing the thriving family business, Hy and Audrey took their family vacationing and yachting. Roger and Gail have continued their family passions through the legacy of their parents.



The Gimbels are committed to the print industry. Beginning with Hy Gimbel in the 1940s, this family has consistently developed hands-on skills and experience. But their contributions go beyond the body of knowledge that comes with decades of doing the work. They have also embraced new technologies, always looking for ways that developments in hardware, software and communication methods can help their clients achieve their business goals. Selflessly volunteering for leadership roles in associations and other business groups, the Gimbel family is instrumental in enabling the printing business to adjust as technology advances and market conditions change.



## GIMBEL & ASSOCIATES

We're an international management consulting firm working to ignite business growth through digital technologies. As an independent company, we offer clients customized consulting services to help them achieve their sales and marketing goals.

Business Development

Variable Data

Sales Strategy

Data Analytics

Workflow Analysis

Digital Implementation

Shop Floor Management

Ink Studies/Transition

Print Engine Analysis/Productivity

Strategic Planning

Customer Workshops

Marketing Plans

Sales Training

Wide Format Strategies

Integrated Marketing Services

Equipment Evaluation

Competitive Evaluations

Software Selection

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