

Reed Silberman, Founder and CEO of Ink Monstr named Colorado's 2015 Small Business Person of the Year

Growing up in a low income family from New York, Reed Silberman knew his dreams of achieving financial success would come true with hard work and a commitment to excellence. At age 19, he landed on Wall Street where he traded equities and foreign currency for nearly five years. Despite achieving financial security he felt unfulfilled in this role, and left New York City for Colorado to pursue his real dream of becoming a professional snowboarder.

While snowboarding in Colorado, Silberman discovered a new passion for graphic design, large format printing and large scale installations. In 2004, he founded his new business venture Ink Monstr. Funding the business completely on his own, he moved into his van in order to save money and purchase the first piece of equipment. Within a few years, Silberman was able to purchase his own shop, quit his other jobs, and eventually hire his first employee. He moved the business from the mountains of Colorado to Denver.

Reed purchased a 10,000 sq. ft. facility in the Sun Valley neighborhood, the lowest-income area of Denver. Ink Monstr received an SBA 504 loan of \$240,000 from Chase Bank and Colorado Lending Source in order to build out the facility for additional equipment, and a job creation loan from the City and County of Denver's Office of Economic Development (OED) to move into the enterprise zone. At the time of their loan from Denver, Silberman employed six individuals, and as he now currently employs 13 - surpassing the OED job growth requirements.

While Ink Monstr is based in Denver, they work and support clients nationwide, including MTV, Nike, Adidas, Smash burger, GoPro, Aspen Snowmass resort, Smith Optics, Red Bull, Ferrari, and Oakley. Focused on customer satisfaction, the majority of their customers are repeat buyers. Their continued growth and range of clients demonstrates Ink Monstr's capacity as an in-house Denver custom print shop and creative studio that specializes in marketing, graphic design, print production, and installation. They have won "Best Large Format Shop in Denver" from 2012-2014.

Silberman attributes his business success to consistent growth each year and the reinvestment of profits back into the company. In February 2016, Ink Monstr launched a new line that includes dye sublimation fabric printing (where they can take a plain piece of fabric and print the desired design onto the fabric). Ink Monstr's current goal with this line is to create a high quality made in Colorado cut and sew apparel.

Reed Silberman is dedicated to giving back to and supporting the local community, donating both products and his time. Ink Monstr donates a great deal of the products they offer to local charities, nonprofits, churches, and government agencies. Congratulations to Reed Silberman for being named the SBA's 2015 Colorado Small Business Person of the Year.