

# SIMI VALLEY BUSINESS ASSISTANCE PROGRAM SUCCESS STORY: 3-D LETTERING CORPORATION



## Write Stuff:

3D Lettering Corp. manufactures emblems and nameplates for small and large companies, domestically and internationally. With the help of the Economic Development Collaborative-Ventura County's Loan Officer Marvin Boateng, 3D Lettering accessed real estate financing so they could move from Chatsworth to Simi Valley.

## ON THE MOVE

Started in 1993, 3D Lettering's clients are in the Electronics, appliances, Automotive, Marine and Transportation Equipment industries. They have business-to-business and retail customers in 26 countries, across five continents.

Owner Armik Shahoony wanted to move from the San Fernando Valley to Simi Valley. In 2014, he was referred to EDC-VC for help with access to capital. EDC-VC connected Shahoony with a partner-certified development company for financing so that he could purchase the building in Ventura County.

The next step was to renovate the building to meet his growing business's needs. Shahoony again turned to EDC-VC, this time for a \$125,000 loan to retrofit the facility and purchase equipment.

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In December 2015, 3D Lettering reached out for additional capital to purchase materials to support a large automotive contract. Timing was critical because the materials needed to be purchased shortly after the New Year. EDC-VC was able to make it all happen.

"Without the EDC-VC's loan we would not have been able to service a large contract we received at the end of 2015," said Shahoony.

## MAKING STRIDES

The business is doing well. Profits grew an additional 20% year-over-year in 2015 and are expected to continue growing in 2016. By mid-2016, 3D Lettering had paid off half of its first loan.

## SIGN OF THE TIMES

"The future of 3D Lettering is very bright," said Shahoony. "We plan to grow our team as the result of the strong work orders we're receiving and also we have two great products in the pipeline we're eagerly working to release."

Shahoony is grateful to EDC-VC for its assistance. "The EDC-VC is a valuable asset to the small business community in Ventura County," he said. "It's very difficult to find an organization all in one building that provides free technical assistance with experts and access to capital."



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