

Holmes Custom  
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### **63 year old company, Holmes Stamp & Sign, Changes Name**

Jacksonville, Florida --- Holmes Stamp and Sign, a Jacksonville-based manufacturer of rubber stamps, name tags, custom signs and other personalized office products since 1954, has changed its name to Holmes Custom. The Company says the reason for the name change is very simple –“We are so much more than stamps and signs,” says CEO and owner Bryan Croft.

Over the last 60+ years, Holmes Stamp and Sign has become widely known in the Jacksonville community for providing high-quality custom products for the office. They've specialized in business branding so small local businesses can one-stop-shop for their logo name tags, desk plates, wall plates, custom signs, custom rubber stamps and seals, awards, plaques and trophies.

In 2001, Croft took the retail business online expanding it rapidly and diversifying the customer base. Over the last 16 years, Croft has built a successful e-commerce portion of the business. The website, [www.holmesstamp.com](http://www.holmesstamp.com), sells direct to customers all over the United States, and even ships internationally. The company has maintained its core local customer base while being able to offer the same products internationally.

2017 marks a new chapter as Holmes has invested in equipment and technology, they are able to personalize just about anything. They recognized an opportunity beyond business products and a market they were not yet reaching. The company seeks to expand into the personal, home use and gift market. They now offer personalized cutting boards, personalized entertaining and drinkware, personalized travel accessories, personalized game day accessories, and personalized pet products to name a few. Holmes Custom personalized dog bowls will be featured on an upcoming segment of ABC's Good Morning America on April 13, 2017.

“When I look back at the company that my Dad once owned,” began Croft, “I see that a lot is the same. We continue to place a huge emphasis on company culture, investing into our employees, and also into the community. We are big on core values and also treating our customers with respect. But from an IT standpoint and a product standpoint, we are vastly different than when we started in 1954. We're even a lot different than 2001. We've spent a lot of money investing in our web platforms to make the user experience and ordering process very simple. We've spent a lot of money and time investing into to equipment that can do cool new things. So we can't be 'Holmes Stamp and Sign' anymore because we truly are so much more than stamps and signs!”

95% of personalized products that Holmes Custom makes will ship next business day, a fact that Croft is also particularly proud of. The company has built the infrastructure to produce customized products at unparalleled speed within the industry.

“Most companies that make personalized products ship within 7-10 business days,” says Croft. “Maybe you will get lucky and find one that does your product in 5 days. But with us, your order ships NEXT business day. We have to compete nowadays with companies like Amazon with prime and delivery within hours, so we are working hard to keep up.”

The new website [www.holmescustom.com](http://www.holmescustom.com) launches this week, February 27<sup>th</sup>, and will be ready for shopping! The company invites feedback, comments and questions or for customers to stop in the retail showroom at 2201 St. Augustine Road East in Jacksonville.

**About Holmes Custom**

For more information about Holmes Custom, or The Corporate Connection, please contact Libby O’Regan, 843-415-9156 or visit [www.holmescustom.com](http://www.holmescustom.com)

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