

Business Q&A: Lil's Embroidery & Silkscreening, Welby

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Paul Rotella, son of Lillian Rotella, works on a machine at Lil's Embroidery & Silkscreen on April 13. (*Anya Semenoff, YourHub*)

Interview with Lillian Rotella, owner

Q: How did you get involved in this business?

A: After being a stay-at-home mom and raising three children, I went to work as a sales representative for a promotional speciality company. I worked for the company for nine years when the owner became very ill and had to sell the business. I purchased the business in November of 1999 with one 12-head embroidery machine and have built it to what it is today.

Q: What distinguishes you from other businesses in your category?



Sa Stephney prepares a shirt for embroidery at Lil's Embroidery & Silkscreen, Inc. (*Anya Semenoff, YourHub*)

A: What differentiates us from other embroidery businesses is that we are a family-owned and -operated company. We are a union company, organized by Teamsters Local 17 of Denver. Since we are a union company, we are able to be versatile, using several American-made, union-made and foreign-made

distributors for our products, depending on our customers' wants and needs. The type of embroidery machines we have are the Barudan brand, with a total of 30 heads available for embroidery. This type of embroidery machine produces a better stitch quality than many other types of machines. Because we are family-owned and -operated, we oversee the quality and have a personal touch with our customers.

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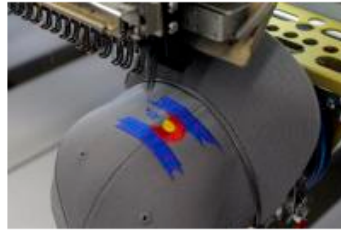
specialty company and have access to more than 10,000 promotional items, including silkscreening.

Q: What do you like best about your line of work?

A: What I like best about my line of work is that we are able to exceed the customers' expectations when they receive their goods.

Q: What is your business' biggest challenge?

A: The biggest challenge for our business is remaining competitive. In the last 15 years, at least 50 percent of the embroidery and silkscreening projects have gone to overseas companies who do it for a lower price but in longer time frames. We have to keep our prices competitive but still pay our employees fair wages.



A hat gets embroidered at Lil's Embroidry & Silkscreen, Inc. (*Anya Semenov, YourHub*)

Q: Something people might be surprised to learn about you or your business:

A: Something people might be surprised to learn about Lil's Embroidery & Silkscreening is that we have never advertised our business. Ninety-eight percent of our customers have come to us from referrals.

Profile

Business: Lil's Embroidery & Silkscreening

Address: 800 E. 73rd Ave., No. 18, Welby

Hours: 8:30 a.m.-4 p.m. daily

Founded: 1999

Contact: 303-853-0350

Employees: 8

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