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Avalon grows with new site in Buffalo

Company opens fourth location since 2000 debut

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SYRACUSE — Jonathan R. Denney, chairman and CEO of Avalon Copy Centers of America, Inc., calls the May 5 opening of a Buffalo store the right, next move in the company's growth plan.

"Buffalo is a logical next step. It's a place that has a need and it's a great market," Denney says.

He contends that Buffalo is a good market for Avalon due to the large amount of law, architecture, and engineering firms that require the services his company provides.

The company is also in the process of changing its name to Avalon Document Services, because it has expanded its copy services to also include document scanning, digital printing, creation of presentation boards, and appellate publishing for law firms, Denney explains.

Avalon, based in Syracuse, operates a 13,000-square-foot

store at 901 N. State St. It provides copying and document-production services to its clients throughout Central New York.

The opening of a 4,000-square-foot store at 721 Main St. in Buffalo provides the opportunity for two formerly Syracuse-based employees to grow professionally in management positions. The two employees relocated to Buffalo to operate the store. Avalon Copy also hired four new employees for the new store.

"We're growing in accordance with the ability to handle it, maintain the quality and service, and having the people internally to accommodate organic growth," Denney says.

The Buffalo opening also gives the company a chance to obtain additional clients and to expand services to its Syracuse clients who operate offices in Buffalo, he says.

"We can provide a continuity of services to those firms," Denney says.

Since the May 5 opening, Denney says the Buffalo store has already obtained 10 new clients. He declined to name them.

The company inked a five-

year lease with a three-year option in Buffalo, Denney says, declining to disclose further lease details.

Denney started Avalon Copy Centers in 2000 with three employees. Denney and 15 shareholders own the company, he says.

In 2002, Avalon opened a 1,300-square-foot store in Utica located at 421 Seneca St. Four years later, the company started a 4,600-square-foot store located at 89 Allen St. in Rochester.

Denney says he hasn't set any firm plans for the future and wants to concentrate on the growth of the current stores.

Avalon has grown to more than 90 employees and projects to increase revenue about 25 percent in 2008 to more than \$5 million, Denney says.

In October 2007, Avalon sold its health-information subsidiary — Infotrak Records Management, LLC — to a software company Verisma Systems, Inc., based in Pueblo, Colo. Denney told *The Central New York Business Journal* that the company decided to sell Infotrak because it needed to "be a core business, not a side project."



PHOTO COURTESY OF AVALON

An Avalon employee makes copies in the company's new Buffalo location.

Avalon originally launched Infotrak as a division and then made it a separate company in 2005.

Before founding Avalon, Denney started his first copy business called Camelot Legal Copy, in 1996 in the Albany area, according to a March 2007 article in *The Central New York Business Journal*. Denney decided a few years later to move to Syracuse, so he sold his interest in Camelot to his partners. □

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