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**Lacey Regis, Senior Manager of Sales and Marketing, Totally Chocolate.**

Totally Chocolate has been creating “wow” customer moments for the past 30 years. Headquartered in Blaine, Washington, they specialize in custom chocolate engraving for corporate gifts, weddings, graduations – basically any occasion where it’s important to make a lasting impression with something that won’t last that long. (Chocolates in our offices never really do.)

Although the chocolate is the hero, the packaging comes in a close second. That’s where Kelley Create comes in. “We had a standard CMYK press that was starting to fail us,” said Lacey Regis, a 14-year employee who is currently the senior manager of Sales and Marketing. “We do all our printing and binding in-house, so all our packaging is done here.

With the old machine in the rear window, a state-of-the-art digital print production device opened Totally Chocolate into a new world of opportunities.

“With the **Xerox Iridesse** with specialty colors, we’re now able to create some pretty unique and beautiful pieces for our customers,” Lacey continued. “The higher-end press introduced us to metallics blends, we’re reaching different color gamuts, and now the sky’s the limit.”

Kelley Create’s solutions didn’t stop there, as a shift to automation is in the near future. “Our next steps are moving towards automation,” Lacey said. “Next year, we’ll be pushing for that. I was blown away by what’s out there and what we can do.”

Totally Chocolates and Kelley Create share a little like-mindedness when it comes to customer service, as well.

“Kelley Create is way easier to work with (than an enterprise organization),” she continued. “They are super quick and responsive; I love that they’re local. During our busy season, we cannot afford to be down more than a day. Having techs nearby and having local help is fantastic. Right off the bat, we felt way more cared for. Our Kelley Create team specifically - we felt like we were their only customer. We’re a small business, but no matter how big or small, that’s important.”

The step up in technology is also helping Lacey meet her personal goals at the company. “My challenge last year was figuring out a way to bring the customers more moments of wow – not just with the chocolates, but with the packaging. I love that we get to do something unique every single day. Custom engraving in chocolate, the packaging... I think we deliver a unique gift, and our customer service, taking care of our customers, is really important to us. Offering a unique marketing tool cleverly disguised as a gift is our niche; it’s what we’re best at.”

Sounds pretty sweet to us. Sorry about that, but it was right there. We had to take it.