

Business Connection

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September 2020

Business Spotlight

Agency without the agency fees Proforma J.C.L Print Associates

Jeff Leuchi has spent his entire life in the San Francisco Bay Area. Born and raised in Oakland, he attended UC Berkeley for four years, and graduated in 1979 with a degree in economics.

Upon graduation, he was hired in sales and worked a variety of positions in Oakland, Mountain View and Silicon Valley.

Leuchi started J.C.L. Print Associates in March of 1992 and is in its 28th year of business. The company began as a supplier of commercial printing, business cards, stationery, business forms, checks, and pressure-sensitive labels for various size companies throughout the San Francisco Bay Area.

The affiliation with Proforma took place in 2003, and to this day, Proforma J.C.L. Print Associates is locally owned and operated by Leuchi. Joining with Proforma also enabled him to expand his offerings to include company uniforms, logo apparel, branded promotional products, and e-commerce solutions.

"With Covid-19, we've recently added personal protective equipment, and we now have the supply chain to be able to provide facemasks, hand sanitizer, gowns, goggles, thermometers, wipes and nitrile gloves quickly and economically," said Leuchi.

They also have proprietary e-commerce technology that allows them to offer companies solutions to set up pop-up stores and fundraising stores.

"We enjoy talking to our clients and potential clients in order to determine what is best for their businesses, from a marketing and branding standpoint," said Leuchi, who prides himself on the fact the first customer he obtained in 1992 is still a customer today.

Leuchi joined the Pleasanton Chamber of Commerce in March of 1995, became an Ambassador and is currently the longest tenured Ambassador with the Chamber.

"We welcome the opportunity to talk to any business to determine if it is a fit for us to work together," said Leuchi. "We hope to be able to do that face to face at some future time. In the meantime, we would love to have the opportunity to chat on a Zoom call or by phone," he continued.

Contact Jeff at (925) 462-7534 or via email at jeff.leuchi@proforma.com. Learn more online at www.proforma.com/jclprint.



Jeff Leuchi

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