

Delaware Branding Company celebrates grand opening in Milford



From left: Mark Dissinger, of Downtown Milford Inc.; Irv Ambrose, President of Downtown Milford Inc.; Ken Anderson, DEDO's director of Entrepreneurial and Small Business Support; Diane Laird, State Coordinator for Downtown Delaware; Amy Perfetti, co-owner, Delaware Branding Company; Lee Nelson, Executive Director of Downtown Milford Inc.; Mike Perfetti, co-owner, Delaware Branding Company; Milford Mayor Bryan Shupe.

Project Pop-Up participant offers graphic design, body art, and more in new Front Street spot

MILFORD, Del. (Dec. 3, 2014) – From art galleries to

performing arts and, more recently, even culinary arts, Downtown Milford continues to build on an arts-related retail strategy. The arrival of Delaware Branding Company now adds graphic design to support this downtown strategy.

State and local officials joined business owners Mike and Amy Perfetti for a ribbon cutting on Wednesday Dec. 3, outside of the business at 19 NW Front Street.

Delaware Branding Company, a participant in this year's Project Pop-Up program, will offer graphic design, sign making, body art, and DJ services at its new location.

[Project Pop-Up](#), now in its third year, provides three months of rent-free commercial space during the holiday season along with the assistance of a business advisor to help launch and grow the business. The program has grown from three participating businesses in 2012 to 15 this year, including nine businesses in an incubator in Wilmington.

Delaware Branding Company also sells magnetics, banners, aluminum and wood signs and provides logo design, business card and flier design and van, truck and boat lettering.

"Project Pop-Up not only gives us the chance to move into our own building, it also provides us with the opportunity to connect with the community. A lot of what we do has a personal touch, and being in downtown Milford will allow us to get to know our customer base," said Mike Perfetti, an award-winning graphic designer. "We can't thank DEDO and Downtown Delaware enough for this chance of a lifetime."

Diane Laird, State Coordinator for Downtown Delaware, said that Milford has been an excellent partner in Project Pop-Up.

Laird said she and Ken Anderson, Director of Entrepreneurial and Small Business Support for the Delaware Economic Development Office, have worked together with Milford representatives to match businesses with available properties

that support the arts focus in downtown.

“The DBC owners are seasoned business owners who bring significant business experience to Milford,” Anderson said. “It is the only business in a 20-mile radius that offers the unique combination of services that DBC has to offer. They successfully ran a business in Pennsylvania and they expect similar success and growth in their new Milford location.”

In 2005, Perfetti was honored by the Hospitality Sales and Marketing Association International (HSMAI) for Outdoor Transit Advertising in 2005.

The Perfettis would love to duplicate the success experienced by several Pop-Up selectees in Milford, Middletown, and Smyrna, who have already expanded their shops due to significant growth and expansion of their customer base. In Milford, Paige Deiner, a 2013 Pop-Up participant in Milford, saw business quadruple just months after opening, necessitating a move to a larger facility where she now offers massage, Reiki, yoga and self-development classes. Karen Gill, owner of Royal Treatments in Smyrna, just expanded into a vacant space adjacent to her Pop-Up shop, which is now home to Smyrna Cards and Gifts.

“The success of the Project Pop-Up businesses in Milford and elsewhere shows that if given the opportunity, Delaware entrepreneurs will rise to the challenge and build successful small businesses,” said Alan Levin, Director of the Delaware Economic Development Office. “Delaware’s economy is strong, with a growing job base, and that is due in large part to our thriving small business sector.”

About the Delaware Economic Development Office

The Delaware Economic Development Office is an executive state agency responsible for attracting new investors and businesses to the state, promoting the expansion of existing industry, assisting small and minority-owned businesses, promoting and

developing tourism and creating new and improved employment opportunities for all citizens of the State. Visit dedo.delaware.gov.

About Downtown Delaware

Downtown Delaware, a program of the Delaware Economic Development Office, provides Delaware's historic downtowns, communities, and small businesses with tools to revitalize their commercial districts, increase entrepreneurial opportunity, and enhance quality of place. To learn more about the Main Street program, visit www.delawaremainstreet.com.

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