

Medina building renovation has perked up printing business

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MEDINA — The vision Ken Dalusio had for a stretch of connected buildings in downtown Medina was one disconnected from the business that will eventually occupy most of them.

The Print Shop is now set to fill a much greater share of the renovated Kelly Block after seeing a surge in business during construction.

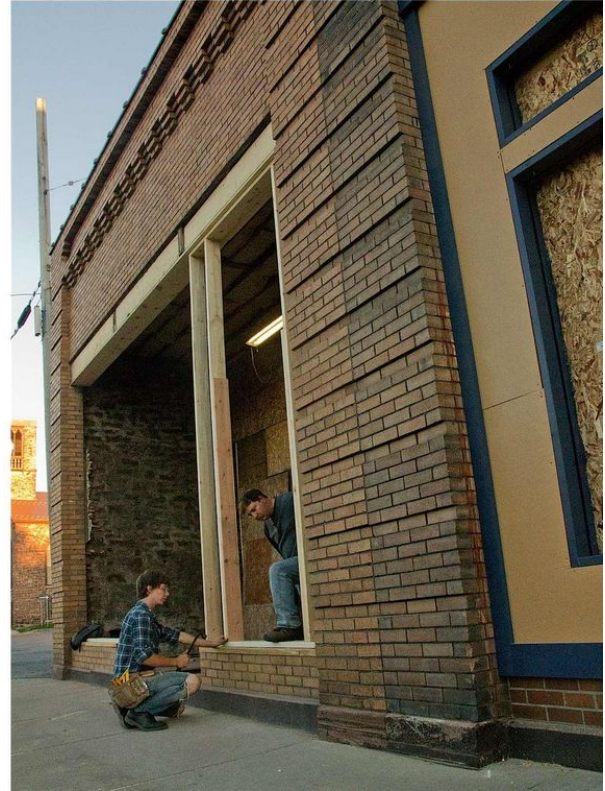
The recent activity to frame-out a new “old” facade for the former Bernie’s Laundromat to go with the renovation of the East Center Street block has given new visibility to Dalusio’s business.

“During construction alone, the business has gone crazy,” said Dalusio, whose reliance on commercial and work outsourced from other printers made putting a big sign out front unnecessary. “There’s been so many people coming in who had no idea we were here.”

He now plans to have space for more walk-in business in a layout that will cover three of the site’s four storefronts with specialized equipment and room to meet a growing demand for books, banners and business cards.

Dalusio said that with the added space — 6,000 square feet in total — he will expand into engraved plaques, awards and advertising specialties, like the custom cards for fortune-teller machines that are a popular convention attraction for several media clients.

“There’s a big sense of accomplishment to see your stuff help another business grow,” he said. “The building project was to give back to the town that has made this business possible.”



New old look

Ken Dalusio, the owner of The Print Shop, talked with Eastern Fabrication owner Loren DuBois as DuBois worked on the facade of a former laundromat that’s part of a four-storefront renovation project on East Center Street. Dalusio said the project will restore much of the Kelly Block’s original 1907 look.

Fixing up the Kelly Block has long been the goal — the lack of a sign out front for more than a decade was due in part to the knowledge that it would be replaced in the renovation — but it really got going when Dalusio purchased the adjoining Laundromat building.

The “weekends at Bernie’s” included literally gutting the former Laundromat from basement to roof, with Eastern Fabrication and Ken’s brother John putting in new roof trusses, a new roof, a new floor, new windows and a new basement.

But not a new look. Dalusio wanted to bring the whole block from a 1970s-era look to as close to the original designs from its 1907 construction.

There have been surprises. Removing the Laundromat’s facade revealed remodeling that likely occurred in the 1940s which moved the front door of the end storefront from angled-in central position.

Masons have rebuilt the original brickwork to restore the entranceway, which like the other storefronts will be fronted by 8-foot high doors and large windows.

“It’s been an unbelievable project,” Dalusio said. “It’s so much harder than a new build but the location is one of the first things you see coming into Medina, it’s a great location, and it was one of the last eyesores downtown.”

The project will stretch out for several more months, with the only deadline in Dalusio’s mind the installation of the framed-out windows and facades before winter.

In the meantime, his business, and the neighboring Fringe hair salon are remaining busy and in place — for now. The salon will be tackled last, Dalusio said, and likely shifted into his current studio while renovations are done to its space.