



# Transition

PROGRAM



## *Company profile*

Vic Couleur is a highly successful family-run business that offers its clients state-of-the-art printing and prepress services. In the mid 80's, as new technology was dramatically changing the printing industry, the company underwent a significant transformation, shifting from conventional film stripping to providing a complete gamut of prepress services, such as creating digital proofs, production, graphic design and Web site development. Vic Couleur's comprehensive printing services are also offered 24 hours a day, 7 days a week, all under one roof. The company is one of the first in North America to introduce an innovative prepress tool that guarantees digital proofs of unmatched quality. By the late 90's, the firm had grown from 12 to 43 employees and changed locations to accommodate rapid growth.

## *Need*

Maintaining family relationships, ensuring business continuity, consideration for employees, taxes, wills, insurance and fiscal planning are just a few of the complexities. This entrepreneurs struggle with when dealing with succession planning, that is why Mr. Steve Daigle was seeking third-party counselling with regard to buying the business from his father.

## *Solution*

BDC consultants helped the company out with key areas including defining new roles, and supported it as it dealt with other professionals that established Vic Couleur's market value, and handled wills, insurance and fiscal planning.

## *Results*

Mr. Daigle is now the company's President, and he views himself as playing a visionary role. His father acts as Vice-President of Business Development and the company has also created a Board of Directors to help with strategic decisions. Mr. Daigle's mother Marie-Paule contributes her skills to the company as book accountant and his wife Nancy St-Jean handles the human resources function and some major accounts.



## *Client testimonial*

*"The professionalism and knowledge of the BDC team was excellent. It wasn't just a question of them doing paperwork for us. It was their experience with these matters that really counted. In the beginning, my father was a little reluctant to get help with this. But by the end of the process, we all realized how important it was."*

— Mr. Steve Daigle, President