



Chamber Business Profile

Doty's Printing and Graphic Design

(641) 673-4173

<https://dotypc.com/>

print@dotypc.com

Social Media - <http://facebook.com/dotypc/>

When a local nonprofit struggled to get the print quality it needed, Debbie Doty stepped in. What began as volunteer graphic design work soon became a full-service business that has spent three decades helping individuals and organizations across Oskaloosa bring their ideas to life on paper.

Doty's Printing and Graphic Design, originally founded in 1996 as Doty Computers, grew out of both necessity and opportunity. Debbie Doty's husband, John, started the business with a focus on computer repair after recognizing a gap in local services. "We started it with a screwdriver and a can-do attitude," Doty said.

At the time, Doty was working as a reporter at the *Oskaloosa Herald*, using her journalism background to support the family while getting the computer business off the ground. Once she joined the computer business full-time to help with scheduling and ordering parts, she began volunteering her graphic design skills to local nonprofits. That work quickly revealed another need in the community. "They weren't happy with one of the printers that was in town," she said. The Dotys expanded their services to include professional printing.

The decision to leave a stable job with benefits was not easy. "The scariest part was quitting a full-time job with benefits," Doty said. "Knowing whether or not we would make enough money to live on it". Still, the couple committed to the business, learning over time to navigate the natural ups and downs of entrepreneurship.

Today, Doty's offers a wide range of services that extend far beyond traditional printing. From logo design and business cards to yard signs, banners, and promotional products, the shop produces nearly anything that can carry a brand or message. "Anything you can put your logo on, we can pretty much do," she says.

The customer base reflects that variety. While many clients are local businesses, the shop also serves individuals with personal printing needs, including wedding invitations, graduation announcements, and event materials. That mix keeps the work dynamic and the business closely tied to life events in the community.

At the core of the business is Doty's ability to translate ideas into finished products. "I enjoy interacting with clients and bringing to life on paper what they envision in their head," she said. She takes pride in listening closely to customers and creating designs that meet or exceed their expectations, particularly when helping businesses make a strong first impression.

"You only get one chance at a first impression," Doty said, noting the importance of quality design and materials in marketing. From paper weight to layout, those details can influence how a business is perceived.

Over the years, the business has continued to evolve by investing in equipment that improves both quality and turnaround time. A digital press now allows Doty to produce high-quality materials in-house, providing customers with faster service and greater flexibility. “We can turn it around quicker than that, on many things, if you need it sooner,” she said.

Despite advances in technology and competition from online printing platforms, Doty remains competitive by combining pricing with personalized service. She regularly works with files from platforms like Canva and Etsy, helping customers refine designs for print while offering local support that online services cannot match.

Customer feedback reflects that difference. Doty said clients often highlight her professionalism and ease of communication. “The customer service, the professionalism,” she said, are the most common compliments she receives.

Beyond the business itself, Doty emphasizes the importance of staying rooted in the community. The company supports local organizations, including youth programs, the animal shelter, and service clubs. “We donate to Little League, and we donate to the animal shelter,” she said, adding that giving back is a point of pride.

As the business marks its 30th anniversary, Doty is already looking ahead. Plans include investing in new equipment to expand capabilities and continue meeting customer needs in a changing market.

She also hopes the community continues to support local businesses. “Come ask before you take your business out of town,” Doty said. “Help keep it local”.
