

Q&A with **russell a. glotfelty** president and ceo, hg arts



How would you describe your business in one sentence?

HG Arts is a global, design-forward company made up of dynamic, art consulting experts.

What differentiates your company from its competitors in the marketplace?

HG Arts is an innovator. We stay in front of the trends. I am determined to never follow others but to be followed - and it's working. On top of that, everything we provide happens under one roof. From design work by our visionary creative staff to artwork from our fully working artist studio; from our state-of-the-art printing division to our production, framing, shipping and installation departments - we own the entire process.

What is your company's philosophy toward customization?

HG Arts is easily able to customize each project to meet our clients' specifications - no matter how large or how small. Between our consultants and our graphic and studio artists, the possibilities for custom designs are truly endless.

What else should we know about your company?

Our staff makes this company the success it is

today. Hard-working creatives shine every day and that make me look good. HG Arts continues to grow and expand new lines of business and products available to the Hospitality markets and there is still so much more yet to come. HG Arts has huge plans for even more expansions and growth. For us, being out in front is the next big thing.

Briefly describe a product/innovation you have introduced recently.

We recently launched Ticked Orange Papers, a fully customizable line of wallcoverings and mural graphics available on multiple substrates. The simplicity of our design process and wide selection of imagery has been met with great interest and very positive response.

How is technology playing a role in product development?

Graphics and printing are king right now. The digital team at HGP (our reprographics department) loves experimenting. Using our large format, flat-bed printer they're able to print on a wide variety of substrates including glass and mirrors, plexiglass, wood, metal, vinyl, and even over fabric!

