

## NEWS

# SA family business Openbook Howden still writing its chapter on success

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September 7, 2013 12:01am



OPENBOOK Howden Design & Print, one of South Australia's classic, but little known business success stories, displays all the strengths of a well-run family business.

Owned by the Richards and Kemp families, it is the culmination of 27 years of work by the two families.

Assiduously building it up through looking after clients and an acquisition, it has grown to 52 employees and a significant turnover.

Chief operating officer Michael Richards, who was virtually brought up in the factory during school holidays, said a focus of the company is to find communication solutions for its extensive range of clients across Australia.

Mr Richards said the two families became involved in 1986 when his father Ashley Richards and Keith Kemp bought Howden Printing when it was very small and employed about 10 people. They quickly built it into a thriving company and in 2006 they bought Openbook Australia, formerly known as The Lutheran Publishing House, established in 1913.

This strategic move brought two diverse companies together to broaden their markets and offer a range of synergistic solutions to both client bases.

"We've flown under the radar because we don't shotgun promote ourselves and business growth comes from word of mouth promotion, and targeted marketing," Mr Richards said.

"Our core business is printing and will always be printing; however we certainly have our eyes open to the digital era."



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communication outputs.

Business development manager Sarah Leo said they can add e-books, e-publications, e-diaries and apps for customers as the focus of the company is helping to add services for the benefit of their clients.

Ms Leo said Openbook Howden offers the full spectrum of graphic design, print and print management services.

The wide range of history books printed by Openbook Howden includes the Coopers Brewery book, Jolly Good Ale and Old and others such as a history of the Country Fire Service and the Central Districts football club history, Poms to Premiers.

Sales and marketing manager Greg Hassold said strong ties to the education market involve

producing an extensive range of school publications including yearbooks and diaries as well as other stationery.

Working with about 200 schools across Australia, Openbook Howden has built a significant knowledge in this area.

Ms Leo said they are confident about the future of the printing industry because quality print products are very powerful in the overcrowded digital era.

Their website - [www.openbookhowden.com.au](http://www.openbookhowden.com.au) - provides a great insight into a diverse range of services, a willingness to adapt to market needs and a clear focus on people and relationships.



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