

*Noel Choquette of ENOSIS Graphic Solutions is a valued supporter of NEPPA. He played a key role in securing a location for one of our board meetings and is a familiar face at NEPPA events, including the recent Red Sox game this past May. If you haven't yet had the chance to meet Noel, you're in for a pleasant introduction—he's made a notable impact on our NEPPA community!*

*What is your title/role at ENOSIS Graphic Solutions?*

Early on in my career when we were servicing a major client I was the president and managing director. However, after downsizing I am now a solo entrepreneur with design, finance, marketing and IT outsourced. Thus, my responsibilities are everything else!

*How long have you been in the industry?*

On the print side of the business it has been decades, however, it has been ten (10) years offering branding and promo solutions with an emphasis on company branded apparel stores.

*What do you like best about your company?*

Our broad experience across a wide spectrum of print technologies allows us to choose the best client solution that meets their branding challenge, as well as, their budget. This is the ENOSIS difference!

*How do you describe what you do for work to non-promo people?*

We research, engineer and design solutions for process and branding issues.

*What is your favorite promo product that you own and use?*

Cell phone and tablet stand from SnugZ which I've used for several years. In addition, it has been a self-promo item which has generated sales.

*Do you have any words of wisdom for people who are just starting out in the industry?*

Network with industry peers as both fellow distributors and vendor partners are more than willing to offer ideas and suggestions to grow your business. Build trust via these personal relationships.

*Do you have any words of wisdom for people who have been in the industry for a long time?*

Embrace technology as it will provide solutions to grow your business. However, building long lasting relationships in our e-commerce world are still based on trust.

As sustainability becomes a driving factor in how we all do business, what are some ways you and your company are making changes to the status quo?

Going paperless on as many business functions as possible! This adds value and often saves time which is money.

*When attending a trade show as a supplier what is your Key to Success?*

Review the supplier list, ask clients what are their most pressing marketing issues and plan, plan & plan to speak to the suppliers that can address these issues.

*Would you like to give a shout out to someone in the industry who has made a difference in your career?*

Jessica Casaubon of Gemline made a presentation several years ago which emphasized the key elements of a sales presentation: planning, professionalism, attention to detail and follow up. And since these are key elements of my sales process I knew I'd be successful and comfortable in the promo industry!

*What is your favorite quote (movie/literary/personal)?*

A positive mental attitude: look good, feel good and be good!

*Do you have any fun hobbies or meaningful volunteer work?*

From a volunteer perspective I have been a Rotarian for over 25 years and was named Rotarian of the year in 2019 in our club.