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**RECOGNIZED SCREEN-PRINTING COMPANIES GAIN NEW COMPETITION
AS MERCHOP ANNOUNCES ITS GRAND OPENING**

MerchOp Opens Up Shop in Carbondale, Illinois January 5th 2015

CARBONDALE, December 1, 2014—With a new year around the corner, MerchOp, a small online screen-printing business, dedicated to creating merchandise for local bands, branches out. Saying, “We need a new attitude,” the company founder, Heather Smith and her business partner, have done just that.

MerchOp adds an offline alternative to the company- opening up their screen-printing studio to individuals who prefer face-to-face customer service. With this addition, MerchOp will be able to work hand in hand with their customers- ensuring quality product, and an outcome that will awe its shopper.

Smith teamed with advertising students of Southern Illinois University, where she acquired a degree in photography, to help rebrand MerchOp. A resident of Carbondale and alumni to SIU, Smith plans to gain a lot of local and college student attention. “We want RSO’s, along with other groups of SIU to come to MerchOp for their attire.”

With the goal of company growth, Smith quit her full-time job as screen-printing manager at Silkworm in order to pursue her business. “I want to be big, but not too big, living comfortably is good enough for me. I’m not looking to become a millionaire.”

Being a professional graphic designer, Smith has created her own line of clothing that is hard to resist. “We want other organizations to notice our original, unique style.” MerchOp does not outsource, setting them apart from local competition- Attitude Designs.

“We’re fun, light-hearted and quirky,” states Smith. “Come in, someone is grilling, and we have a cooler of beverages, even beer!”

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