

South Boston Online

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Making it our BUSINESS

Located in South Boston's Marine Industrial Park (12 Channel Street), RC Silk offers a wide variety of custom silk-screened or embroidered shirts, caps, backpacks, banners, and promotional gifts/leave-behinds. CEO Maurice Chalonec has systemized the whole operation, including 100% in/out quality inspection. RC Silk welcomes a call about personalized mementos for your own event, large or small.

by Rick Winterson

The Boston Marine Industrial Park, located along the eastern segment of the South Boston Waterfront, is the home of numerous highly interesting enterprises. One of the most intriguing is RC Silk –



RC Silk's CEO Maurice Chalonec displays one of a 20,000 shirt order they designed and produced for the TD BankNorth Garden.



Production Manager Jason demonstrates how uniform shirts are numbered in sequence at RC Silk.

full name: R.C. Silkscreen, Inc.

RC Silk occupies the fifth floor at 12 Channel Street, one right turn off of Summer Street just past the bridge over the Reserve Channel on the way downtown. And unlike downtown, there's free customer parking for RC Silk's clients.

RC Silk's business is producing uniquely designed, customized gifts, garments, banners, and promotional items of all kinds – using

silk screening, embroidery, or both. It's impossible to list all of the various items they have made, but it includes caps, T-shirts (of all kinds), backpacks, pens, banquet table runners, trade show banners, uniform shirts, business promotions, and so on. The colors and designs available are virtually unlimited.

RC Silk offers a standard production time of just ten days from receipt of a confirmed order. In a pinch,

they can do rush service – same-day turnaround, which is about as "Rush" as you can get. Order size is no problem, either. RC Silk doesn't do one-off work, but their website (www.RCSILK.com) lists capabilities ranging from small family reunions up to stadium-sized orders of 80,000 (!) T-shirts. They can make embroidered and silk screened uniform shirts for a sports team, which have individualized player numbers on the back. Log onto their menu-driven, searchable website for ideas concerning your own event or group.

All of R.C. Silk's production is done in their Channel Street facility. That means they are a completely local business; you order directly from them – there isn't a middleman. As a prospective customer, you are invited to tour the R.C. Silk operation before you order. It's not only an interesting process, it's in the neighborhood. And you'll certainly smile when you see the orange cones used to mark pending orders – just like South Boston parking spaces.

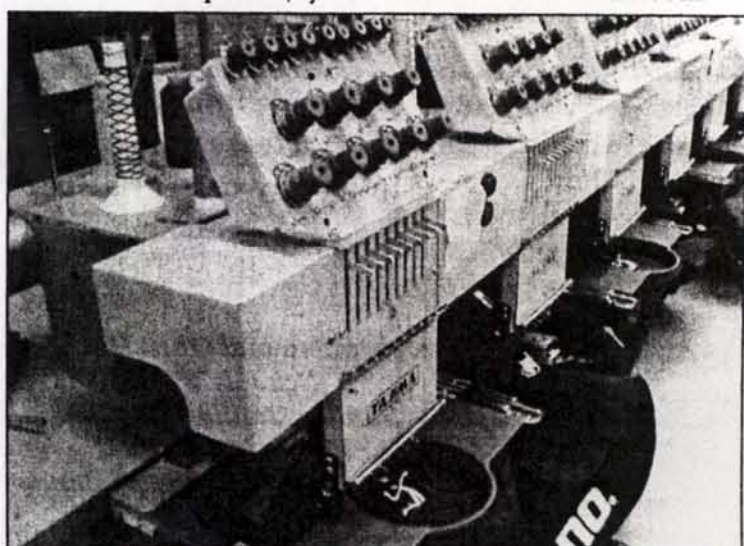
As one example of R.C. Silk's local emphasis, you

know of the fundraising efforts for the victims of the Emerson Street fire on New Year's Eve. During this interview, Bubba Cahill showed up at 12 Channel Street to order T's and sweats for raising money – watch for him selling those R.C. Silk products in front of the Mt. Washington Bank on East Broadway soon.

Quality control at R.C. Silk is essentially 100%, both in and out. All incoming goods and finished products undergo what's called "100% reinspect" before release. Maurice Chalonec, the President/CEO, put in a sophisticated, computer-controlled "Enterprise Management System" (ERM) system after he purchased R.C. Silk four years ago. He employs a full-time graphic designer, Allan Joe, so that the outgoing product "looks good", as well as having perfect quality. The rest of R.C. Silk employees are similarly trained and dedicated.

Chalonec is a volleyball (middle blocker) and enjoys eating, "Whatever is in front of me." But he's very busy nowadays. His customer list has grown to include Mass General, Project Bread, the Celtics, Toys for Tots, and the Boston Ski & Sports Club, and his list of small, local customers is getting longer and longer. Needless to say, the Patriots' win over San Diego has generated major orders for all kinds of Super-Bowl-bound garments and memorabilia from R.C. Silk.

You can contact RC Silk at (617)261-9980, fax them at (617)261-6340, or log onto www.RCSILK.com.



A sewing head in action: Note the small figure of the volleyball player being stitched in the shirt (center, near bottom).

AFFORDABLE HOMEOWNERSHIP OPPORTUNITIES



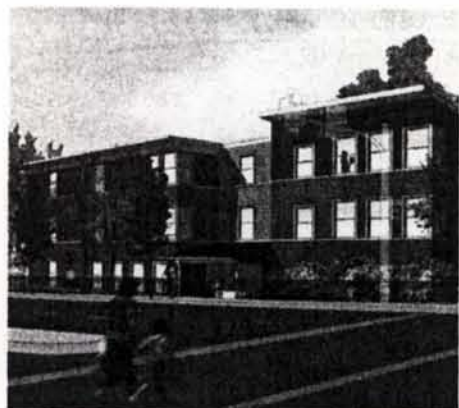
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Maximum Income per household size*

Household Size	9 units for incomes @ 80% of AMI	4 units for incomes @ 81-100% of AMI
1	<\$46,300	\$46,301 - \$57,700
2	<\$52,950	\$52,951 - \$65,900
3	<\$59,550	\$59,551 - \$74,150
4	<\$66,150	\$66,151 - \$82,400
5	<\$71,450	\$71,451 - \$89,000
6	<\$76,750	\$76,751 - \$95,600

*Income limits subject to change

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To request an application, call the Boston Home Center at 617-635-HOME (4663) or visit www.bostonhomecenter.com



Thomas M. Menino, Mayor
City of Boston, Department of Neighborhood Development

