

The Small Business Spotlight is on...

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RESIDENTIAL & COMMERCIAL
LOTS, HOMES & TOWNHOUSES
Paper Shop
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When it comes to long-standing businesses in our region, Paper Shop is one of the names that regularly comes to mind. With its ubiquitous presence in local shops and restaurants and its wide array of classified ads, Paper Shop has become a go-to for people looking to buy or sell an item at a great price. In this month's Small Business Spotlight, Melanie Quintanilla tells us about Paper Shop's lasting success.

Paper Shop recently celebrated its 50th anniversary—to what do you attribute your business's success?

We reached our 50th year of business thanks to our customers and our hard-working employees. Our customers have continued to support Paper Shop through all the changes and advancements that we have made. Thanks to our employees' dedication, we have been able to make a name for ourselves, create new functionality and continue to grow as the years go on.

What are some of the services you provide?

Paper Shop has two different sides to its business: one side offers free classified ads for the members of the local community. We allow people to sell their unwanted items and gain some extra cash while also being able

to buy items at low prices. The other side of the business is our multi-media advertising platform for local businesses. Businesses can advertise in our print publication, our weekly e-newsletter, on our website and on our social media platforms.

“The Chamber offers many different kinds of publicity opportunities.”

How does your business differ from other classified ad services?

Our classified services are different from others because we strongly care about our customers and we are there to help out however we can. We have a customer service team that will answer any questions someone may have and they will help customers through the process of posting their item for sale. Paper Shop also is constantly changing to provide customers with the best customer experience possible. We recently launched a brand-new website that allows users to easily place an item for sale or browse through our listings. Paper Shop is also in the process of creating a mobile app that will be available this fall.

How do you give back to the local community?

Paper Shop gives back to the local community by sponsoring and participating in different kinds of community events. We get involved to make a difference. We also advertise local events in our print publication, on our social media accounts, and in our e-newsletter to help spread the word. We want the community to know that we are here to help make a difference.

How has the Chamber helped your business?

The Chamber offers many different kinds of publicity opportunities, which have allowed us to spread the word about our business. We value the fact that the Chamber provides us with information on community events that we can attend. Without the Chamber, we would not be able to stay up-to-date with all the great things happening in the area.

Get in the Spotlight!

Every month, The Greater Scranton Chamber of Commerce features a member small business in the Small Business Spotlight. Don't miss your chance to be seen! Visit scrantonchamber.com to apply for membership or to fill out a Small Business Spotlight application today!