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SERVING THE GREATER TRIAD AREA
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FAST 50
2005

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SouthData Inc.

MOUNT AIRY—The last five years have been years of change — in a positive direction — for SouthData Inc.

Up until 2000, the company had been moving along at a steady clip offering the same products it had since its inception in 1985 — mainly production and fulfillment of payment coupon books for banks, like those you receive to make mortgage and car payments. And there was plenty of reason to stay the course — 1999 was the best year it had ever had up to that point.



Springthorpe

But then company founder Bruce Springthorpe decided that he'd like to move on to other opportunities. His brother, John Springthorpe III, who'd been with the company since 1989, took the helm. At that point, the company had

12 employees.

That's when the big changes began. The first was to expand outside of the Carolinas and into the national market, John Springthorpe III says. SouthData now has clients in 41 states and is the nation's largest provider of payment coupon books to the homeowners' association market, in addition to continuing services to community banks, he says.

It recently added the ability to offer digital printing services for all kinds of documents — newsletters, marketing materials — and is promoting its ability to do variable data printing, whereby each printed piece can include a custom mes-

SOUTHDATA INC.

Description: Document processing, creation and fulfillment

Address: 1401 Boggs Drive, Mount Airy 27030

Phone: (800) 549-4722

Web site: www.southdata.com

2004 revenues: Undisclosed

Year founded: 1985

No. of Triad employees: 52

No. of employees total: 53

Sites in Triad: One

Sites outside Triad: One (Statesville)

Top executive: John Springthorpe III, president

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"We're mostly black-and-white today, but we're moving into color next year," he says.

Today, with 52 employees and triple the revenue of five years ago, SouthData is looking toward even more growth. It plans to add another 10 people by the end of 2006 and is purchasing new equipment to add to its abilities in creation and fulfillment of customized marketing materials.

A new facility is also in the works. The company will move in 2006 into a former textile plant originally owned by Cross Creek Apparel on Riverside Drive in Mount Airy.

The site, which would be shared with co-owner Steve Cooke and his business, Advanced Electronics Services, is being renovated at a cost of several million dollars. The entire SouthData operation will move there upon completion, with the current facility on Boggs Drive retained as a backup.