

Parkway Printshop near Williamsburg capitalizes on Peninsula's cultural shift



Parkway Printshop can print just about anything you might wear.



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Parkway Printshop in Lightfoot Crossing is building a reputation for screen printing T-shirts for Peninsula breweries, restaurants and events.

“There’s definitely a satisfaction of seeing our prints out in the public,” owner Jared Chubb said.

Parkway Printshop, which launched in September 2017 near the Williamsburg Pottery, recently finished printing another batch of T-shirts for the Peninsula-based Lionsbridge Football Club, which just finished its first soccer season. Fans can buy the shirts online, Lionsbridge chairman Mike Vest said.

“We always love to partner with local businesses,” Vest said. “At the time, Parkway Printshop was a fellow startup, like us. But Jared’s expertise and experience in the industry has been a great resource for Lionsbridge FC.”

The shop has printed shirts for Tradition Brewing near Newport News City Center, Capstan Bar Brewing in Hampton, the Precarious Beer Project in Williamsburg and Billsburg Brewery at the James City County Marina. Parkway prints can be seen on T-shirts for local running races, including ones for the Newport News One City Marathon held earlier this year.

Chubb said the goal is to earn a reputation as a high-quality screen-printing shop between Richmond and Norfolk, cities where trendier shops already are operating. He feels craft breweries are fueling an overall craft movement emerging on the Peninsula.

“We want to be part of that cultural growth that the Peninsula is experiencing,” Chubb said.

Chubb, 37, grew up in Newport News and learned his craft working on and off for his dad, Dave Chubb. The elder Chubb is one of the founders of Tidewater Team Sports, a screen printing and embroidery business that caters more to school athletics along with businesses and other organizations.

After living in Washington, D.C., Chubb moved back to the Peninsula in 2014 and worked for his dad again before realizing the Williamsburg market had room for a screen printer. Dave Chubb's support enabled the startup to get ready and garner orders before the equipment even arrived, his son said.

“I’m happy for him to be his own boss,” Dave Chubb said, adding it’s still a tough business.

Now, Parkway has hundreds of customers, Jared Chubb said. The shop is licensed by the College of William and Mary to print merchandise for staff and student organizations and as a contract printer for retailers, he said.

Parkway doesn't sell retail items itself, but is focused on supplying retail-quality garments for stores and other businesses and organizations, he said. Chubb has an interest in fashion, and his retail background includes a stint overseeing multiple Adidas stores in the D.C. area.

Clients can come into the Parkway shop, try out free shirts with Parkway's logo on them and get a tour of the screen-printing process, Chubb said. The business offers some design service but is putting together a pool of graphic artists to hire for jobs that Parkway can match with customers' style needs, he said.

While a vast majority of the orders are for T-shirts, Parkway can print on anything that can be worn, in addition to bags, he said. The business partners with an embroidery service, too.

When Chubb discovered the nearly 4-year-old coastal lifestyle apparel brand Marker Nine in Gloucester Point, he pitched a collaboration. Parkway worked with a designer that provided two T-shirt designs and printed the first one featuring a profile of a center-console boat.

That first design — in both short and long sleeve — is already selling out after just a few weeks because of the Christmas shopping season, said Marker Nine co-founder Rudy Heintz. The other design will help Marker Nine kick off 2019, he said.

Having Parkway Printshop in its back yard is an advantage for a small local company, Heintz said.

"We are local," Chubb said. "Those are the customers we are really passionate about working with."

For more information, find Parkway Printshop on Facebook, visit parkwayprintshop.com or call 757-378-3959.

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