

Heinzen Printing

Ben C. Heinzen, the son of Jacob and Rosa (Schuler) Heinzen, was but a youngster when he started his first job in the printing industry. He worked on the staff of the weekly Marshfield Herald before its merger with the Daily News.

In 1917, at the age of 16, Ben began working for the White Printing Company. He continued working there for the next fifteen years,



Heinzen Printing Company, 156 South Central Ave.

working in all of the various aspects of the printing business. Then on August 7, 1932, Ben received a note from his employer that would change his life forever. The note simply read, “After today, your services are not needed.” The note was short and to the point, but getting fired probably was the best thing that ever happened to Ben Heinzen.

Ben, full of knowledge and very skilled in his trade, opened his own business the very next day. It was August 8, 1932 when Ben Heinzen first opened the doors of Heinzen’s Print Shop at 103 N. Central Avenue. Among some of those first pieces of equipment that made his job easier were a binding machine, paper cutter, punch and perforator. There also were fifty different fonts of type in the new cases for setting print.

In 1937, the White Printing Company and the Heinzen Print Shop combined facilities via a merger. The “new” Heinzen plant was moved to the Diddie building on South Central Avenue and the excess equipment of the two plants was disposed of.

Also, about this time, Ben’s son, Jerry, had started “hanging around” the Print Shop at the age of 10. Later, he worked as a printer’s devil and delivered materials around town.

Because of a fast growing business and the need for more space, Heinzen’s Print Shop moved to 156 S. Central Avenue in 1943. At this location, Ben and Ray could expand and add some of the newer equipment so needed to keep up with the many orders and the competition.

After a tour of duty with the military, Jerry left to go to Marquette University where he wanted to study business and marketing.

Things seemed to be going good, when tragedy struck. Ben Heinzen died suddenly of a heart attack on August 19, 1948. Although, Jerry had been “born into the business,” he said he never really intended to become a job printer. Jerry, then quit school and entered the printing business. Less than six months later, he took over the operations of the plant, when his mother passed away in early February. The business continued to grow under Jerry’s direction and leadership.

In 1957, Jerry Heinzen celebrated the 25th Anniversary of the Heinzen Printing Company. At that time, some of the new equipment included a new improved Linotype machine, which eliminated most of the hand setting of type; automatic presses; a power driven paper cutter; a power drill, to eliminate hand punching; power driven perforating equipment; and combined letterpress and offset facilities.

Again, space was a needed commodity, so a large addition was constructed in April of 1965, tripling the size of the plant. More equipment was added and a few more employees were added to the pay roll. Among the employees at this time were Ray Hieting and Paul Goldbach, who both retired after more than forty years with the firm.

Two of Jerry's sons joined the business. Rick Heinzen joined the firm as a printer in January of 1976, while Mike Heinzen started as a printer in January of 1983. Jerry felt confident the business was in good hands, for in 1993, Rick and Mike purchased the business from their father.

As the business continued to grow, it was again evident that another larger building was needed, since there was no area for an addition. In October, 1995, the firm, now known as Heinzen Printing,



Heinzen Printing Company, 550 South Central Ave., October 1995.

Inc., moved to its new and current location at 550 S. Central Avenue. One year later, in 1996, Heinzen Printing celebrated its 64th year of business in downtown Marshfield.

Today, 65 years after Ben Heinzen first opened the doors of the Heinzen Print Shop, a third generation of Heinzen printers continue to run the presses. Some of the high-tech equipment now includes an image setter for high resolution color and the latest in multi-color press capabilities.

Submitted for Heinzen Printing

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