



2024 Existing BUSINESS OF THE YEAR

Creative Displays



Owner: Angela Primavera

Kansas SBDC Advisor: Stephanie Willis

Business Started: 1959 **Industry:** Commercial Lighting

At Creative Displays, Inc., retail simply is not good enough. Since the business’s inception in 1959, personalized customer service has been the foundation of the business and keeps customers coming back. Their mission is a simple one: Help create joyful experiences that bring families and communities together over the holidays to create lasting memories.

What sets their company apart from the competition is not only their 65-year legacy and strong customer relationships, but also their unmatched design creativity and wide-ranging commercial-grade holiday lighting and décor products.

In the past five years, our company has achieved substantial growth both domestically and globally. This success highlights our exceptional customer service, knowledgeable staff, and commitment to excellence,” says Angela Primavera, owner of Creative Displays, emphasizing innovation and service as core values.

As their business was quickly expanding, owner Angela Primavera reached out to the Kansas Small Business Development Center for additional assistance. “The SBDC has been an invaluable resource for me and Creative Displays,” says Primavera. “From the start, they were welcoming and quickly added value to our business. I appreciate their expertise and the high level of service they provide to small businesses.”

When asked about her advice for new business owners, Primavera had this to say: “It’s important to understand that starting a business is a journey and that overnight success is uncommon. Focus on consistently adding value for your customers and excelling in ordinary tasks. When you believe in what you’re doing and genuinely enjoy it, this enthusiasm will be reflected in your efforts, making the entire process—good, bad, and everything in between—much more rewarding.”



Lenexa, KS
Johnson County



(913) 402-9617
info@creativedisplays.com



www.creativedisplays.com



Kansas SBDC at JCCC
913-469-3878
ksbdc@jccc.edu
www.jcccsbdc.com



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