



Left to right: Yvonne Clawson (with the company for 23 years), Taylor Wright, Charles Bortz, Matt Kurtz, Mayra Kurtz, Devon King (with the company 6 years), and Cathy Vonfeldt (with the company for 15 years).

Second Generation Continues Family-owned Business

When his parents decided to retire, Matt Kurtz stepped up to the engraving plate to ensure that Identifications would continue to serve long-time clients and welcome all newcomers.

Matt and his wife, Mayra, assumed ownership of the downtown Great Bend business in November 2019.

Identifications, 1411-1413 Main, offers engraving, screen printing, embroidery, advertising and promotional products, and award and recognition items.

When Jenny and Larry Kurtz opened Identifications in 1995 “there were several other small businesses that were doing the same things we are doing now,” Matt said. “But they were not under one roof.

“So, my parents educated themselves and bought all the necessary equipment to build an amazing business. And we continue to build on their success every day.”

The original home of the local family business was Lakin and Kansas. It remained there for a few years before moving a couple of blocks to a new location where it remains today.

Customers include individuals, schools, colleges, hospitals and sports teams. Identifications also accommodates family reunions with specialized t-shirts, signs and other mementos.

“School sports programs and online sales are huge parts of our business,” Matt commented. “If anything, COVID-19 has boosted our online sales. However, we want everyone to know they can visit us in person too. Customers are always welcome.”

While the company mainly accommodates a local and area clientele, Identifications has quite a few out-of-state customers, including one in Costa Rica.

“We truly appreciate the support we receive in Great Bend and all the surrounding communities, as well as our out-of-area customers,” Matt said.



“We pride ourselves on keeping our customers happy – whether they are regular visitors or those stopping in for the first time.

“We especially appreciate everyone working with us during 2020, which was a difficult year for all of us,” he added. “Those who shop locally have our gratitude.”

The Kurtz family is proud of its continued success but Matt said he and Mayra are well aware of the vital role their employees play every day.

“Mayra and I realize that our staff is the most important part of our company,” Matt said. “They are the reason we are so successful and thriving. It is gratifying to know we all share the same vision. We want to grow the company to the next level.”

Matt and Mayra employ five other people. Some staff members are bilingual.

Matt also emphasized that Great Bend has been a good place to do business over the years. “This continues today. We wouldn’t want to be anyplace else.”

