

Applied Innovation Empowers Productivity By Streamlining Wide-Format Printing Operations



Industry: Commercial Heating, Cooling, and Ventilation

Services Used: Copiers + Printers
Managed Print Services
Managed IT

“With Applied, we never have to go through any downtime even if something happened with one of the machines... They will take what we have and go and print themselves and return our drawings in a timely manner so none of our projects have any downtime. The whole team has been amazing with everything they’ve done for us.”

KAY FLETCHER

Dee Cramer Heating, Cooling, Sheet Metal

Customer Challenge

Dee Cramer, one of the largest commercial HVAC firms, faced challenges with their multifunction (MFPs) and wide-format plotters. The company’s reliance on these devices for crucial tasks, such as blueprint printing and project documentation, made maximum uptime essential. Dee Cramer faced challenges when their manufacturer ceased service, leaving them seeking reliable printing support. The need for a comprehensive solution became increasingly urgent as downtime began to impact project timelines and operational efficiency.

Applied Solutions

Applied Innovation stepped in to provide comprehensive service and support for Dee Cramer’s wide-format plotters, ensuring maximum uptime. Additionally, Applied introduced their Managed Print Services (MPS) offering which streamlined maintenance and supply management for MFPs and desktop printers. Transitioning to Océ wide-format products optimized printing operations. All printing devices between branches were on the same network enhancing communication and efficiency. Applied handled maintenance, service, and supplies, relieving Dee Cramer’s staff of printing device responsibilities.

The Benefits

Upgraded equipment and lower monthly costs

Single service organization to handle service calls throughout Michigan

Maximum uptime ensured for mission-critical wide-format plotters

Continuous availability of toner and supplies

Networked products facilitate better communication between headquarters and branches



At Applied Innovation, we have over 35 years of technology expertise, 500+ team members, world-class brand partners, and a passion you’ll rarely find in a business like ours. Plus, as an independent dealer, we have the autonomy to always do what’s right for you.

Whether your goal is adopting new technologies, making smarter use of the tools you already use, or maybe a mix of both, our people are always available. And always happy to help.