

Printing Company Achieves Faster Turnaround and Higher ROI with Applied Innovation



Industry: Printing

Services Used: Copiers + Printers

“We utilize Applied Innovation as an arm of our company, and they’re part of our team. The savings we’ve experienced from a pure cost dollar amount and time, has allowed us to continue to invest in other parts of our business and continue to grow. Applied gave us the opportunity, equipment, and technology to have a better way, to where our team now comes in and it’s easier to operate.”

BRIAN VELLA
United Image Group

Customer Challenge

United Image Group, a veteran-owned and operated full-service graphics company, was looking to upgrade to a flatbed printer. This would allow their business to efficiently produce their customers’ promotional products, which included advertising specialties, vehicle wraps, building and yard signage, and more. Owner and President, Brian Vella, was looking for a company that had integrity, stood behind their products and services, and had industry experience. He believed that with proper guidance, his business could grow and expand its offerings.

Applied Solutions

During his first visit, Vella was impressed by learning about Applied Innovation’s culture before hearing about any machines or receiving a sales pitch. It was exactly the type of culture he wished to establish in his business. Applied installed an Arizona flatbed printer accompanied by finishing products, which turned three-day jobs into two-to-three-hour jobs. This upgrade significantly enhanced United Image Group’s operational efficiency. Vella refers to Applied as part of his team, and the relationship goes both ways. Vella’s team assists Applied with swag, large graphic installs for corporate marketing, events, and more.

The Benefits

A significant ROI that eventually pays for the equipment

Reciprocal business relationship

Better equipment and support making jobs easier and more efficient

Reliable support after the sale that has proven itself time and time again

Opportunity to experience Applied’s unique corporate culture



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.