

# Trusted Partnership Boosts Saginaw Spirit Hockey Club's Year-Round Operations



**Industry:** Sports + Entertainment  
**Services Used:** Copiers + Printers  
Shredding Services

“When I think of our relationship with Applied, I think of their people... they have high character people. With superior talent, with a focus on their client's needs of high quality and efficiency, it runs all the way through their company from top to bottom. With Applied, it's not just about business services, it's about the community. That's where we align well together, and we'll be doing business together for decades to come.”

**CRAIG GOSLIN**  
Saginaw Spirite Hockey Club

## Customer Challenge

The Saginaw Spirit Hockey Club, a prominent member of the Ontario Hockey League, plays a critical role in the development of future NHL players. Committed to being an integral part of the local community, the Spirit seeks partnerships with businesses who share their community-focused values and high standards. They were looking for a partner who understands the unique demands of professional sports, which operate intensively throughout the year, often with increased activity during the off-season. Additionally, they sought a partner who could provide high-quality services and a client-focused culture.

## Applied Solutions

Applied met all the criteria for the Saginaw Spirit Hockey Club while also boasting extensive experience working with professional sports franchises. With a keen understanding of the year-round nature of sports operations, Applied provided a custom suite of services, comprised of copying and printing, shredding, and various information lifecycle services including a document management system. Robust security measures were also implemented to protect all information throughout the organization.

## The Benefits

- Reduced downtime during critical periods
- Trustworthy and dependable partnership
- Reliable and high-quality equipment
- Aligned values and culture
- Sports industry experience



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.