

# Applied Innovation Helps Print and Marketing Company Boost Profitability with Color Production Printers



**Industry:** Marketing

**Services Used:** Copiers + Printers

“One thing I like about the equipment we just acquired is we pay per click, so we pay a set amount for every sheet that comes out, and that includes all of our service and toner. The whole company overall is amazing - their atmosphere, their culture. And everybody that works there seems to love it, so they’re doing something right.”

**MIKE DROZDOWSKI**  
MAD Creative Concepts

## Customer Challenge

MAD Creative Concepts, a leading firm in graphic design and marketing, faced critical challenges with their aging print equipment. In the face-paced print-for-pay industry, any downtime meant lost revenue. As their machines aged, maintaining them became increasingly difficult and costly, with parts and supplies becoming scarce and expensive. Handling these issues in-house took focus away from core services, highlighting the urgent need for a new machine and a reliable maintenance agreement to ensure continuous operations and profitability.

## Applied Solutions

Applied’s team addressed MAD Creative Concepts’ challenges by providing a high-volume Rioch™ color production printer, backed by a comprehensive service agreement. This agreement included unlimited toner, parts, and labor, ensuring smooth and uninterrupted operations. Recognizing the industry’s fluctuating demands, Applied also established a partnership to offer a two-house emergency response time. In practice, service technicians typically arrive in under an hour. Additionally, MAD Creative Concepts can stock 4-5 bottles of each color toner for emergencies, to be sure they are prepared for large, unexpected jobs.

## The Benefits

Reduced downtime with comprehensive service agreement

Increase operational efficiency and profitability

Ability to stock emergency toner for unexpected projects

Streamlined maintenance and support

Fast response times, with techs arriving in under an hour



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.