



# Michigan's Largest Music Service Organization Saves Money and Frees Up Storage Space with a Solution from Applied Innovation



**Industry:** Retail

**Services Used:** Copiers + Printers

“We were particularly impressed by the reps from Applied Innovation. They were quick to respond and very helpful. They actually knew our business which was nice. After discussing all the things we needed to print, they figured out the most economical machine for those needs rather than something with bells and whistles that we would never use. It's nice to have more control and do it on your own.”

**LINDY SCRIPPS-HOEKSTRA**  
Meyer Music

## Customer Challenge

Previously, Meyer Music has outsourced all marketing and promotional materials including brochures, direct mail materials and instrument identifying tags. This was expensive and many times required them to guess at order quantities. This resulted in a closet full of unused printed materials. They decided it was time to look at products that would accomplish these tasks in-house. Meyer Music desired more control, lower expenses, and a solution for their expensive to operate desktop printers.

## Applied Solutions

Applied was one of several office technology companies Meyer Music invited to assist in a solution. Applied Imaging's representatives responded immediately to their challenges and took the time to understand their business processes. The solution was to bring in a new MFP (multifunction printer). This allowed Meyer Music to print their own materials and reduce their supply costs. In addition, the MFP allows them to print serial tags that go inside the instruments. In the past, these tags had been very expensive as it was considered a custom size by commercial printers. Because most of the printing occurs during the fall and back-to-school seasons, Applied established flexible payment plans to account for less busier times.

## The Benefits

Cost savings by printing marketing materials in-house

More control over quantities printed which also saved money and freed-up storage space

Flexibility to turn promotional ideas around quickly without including a third party

Payment options that sync with periods of heavy usage



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.