

Boosting Productivity and Peace of Mind: Applied Innovation's Impact on a Leading Print Company



Industry: Marketing

Services Used: Copiers + Printers

“These guys speak our language, and we really love that. They can help move our business forward, and that’s what we need. It’s a partnership. We pride ourselves in being everything and anything for our customers, and we can’t do that without good, strong vendors, partners, and suppliers. Applied Innovation is one of those for us.”

MIKE REVARD
VP Demand Creation Services

Customer Challenge

VP Demand Creation Services, a top magazine publisher and marketing services provider, relies on advanced printing technology, including Michigan’s few HP12000 digital presses. To stay competitive and meet high expectations, they needed a knowledgeable and responsive partner to ensure maximum uptime and support their complex workflows. Finding a strategic partner to handle large print jobs and maintain operational efficiency was crucial for continuing to win bids and deliver high-quality products.

Applied Solutions

Applied became an essential partner by seamlessly integrating with VP Demand Creation Services’ project management team. By providing crucial support for large print jobs and managing overflow work at their own facility, Applied ensured VP Demand Creation’s printing devices operated at peak efficiency. This partnership allowed VP Demand Creation to handle complex demands effectively and maintain uninterrupted production schedules. As a result, VP Demand Creation was able to secure more bids and consistently deliver high-quality products.

The Benefits

Maximized uptime for revenue-generating printers

Secured more competitive bids

Prompt and accountable service supporting uninterrupted production

Enhanced focus on business growth

High-quality production and timely project completion



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.