

# From Print Chaos to Control: How Lakota Trailers Cut \$25K Annually



**Industry:** Retail

**Services Used:** Copiers + Printers

“If you’re looking for great service attentiveness and a fantastic product, Applied is the place to go. I’ve never had this kind of service before. With our companies, the bottom line comes to dollars and cents. We’re saving about \$25,000 a year between the three companies by consolidating. And my marketing team is ecstatic.”

**JIM SCHRADER**  
Lakota Trailers

## Customer Challenge

Lakota Trailers, a leading manufacturer of high-quality horse trailers, is part of a growing organization that also includes SMC Trailers and Viaggio Pontoons. With one IT Manager supporting all three brands, efficiency was critical. Marketing needed a faster, more flexible way to print brochures and manuals in-house, avoiding delays and minimums from commercial vendors. Meanwhile, the IT Manager was juggling three print vendors and a fleet of desktop printers. He needed to consolidate devices, secure sensitive printing, and control color usage—without adding complexity.

## Applied Solutions

The turning point came when a competitor’s printer went down, and Applied Innovation stepped up. Applied offered a loaner MFP at no cost, solidifying the commitment to service from day one. From there, the partnership took off. Applied delivered a high-speed production printer with finishing upgrades, such as cutting and stapling, empowering the marketing team to print customized, dealer-specific materials on demand and cut out costly commercial runs. To streamline operations, Applied removed unnecessary desktop printers and installed strategically placed MFPs. Secure and cost-efficient printing was made easy with features like private print, color lockout, and coded access.

## The Benefits

\$25K in annual savings with centralized printing to simplify oversight and maintenance

Secured, confidential printing to ensure sensitive documents stay protected

Marketing can produce custom brochures and manuals quickly, in house

In-house printing cuts lead times and adds up to thousands more of annual cost reductions



At Applied Innovation, we have nearly four decades of technology expertise, 550+ 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.



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