

Powering Production Through Partnership: How 5 Lakes Press Improved Uptime and Accelerated Turnaround



Industry: Printing
Services Used: Copiers + Printers
Print Production

“They do a great job. Their service team has been fantastic. The biggest benefit has been our workflow and the service they provide. They understand that our production environment is different from an office printer or a small print shop. Applied Innovation has shown us better ways to manage files and move work in and out faster, while maintaining excellent print quality. Most importantly, they are a true partner we can trust and lean on. The headaches are mitigated by Applied.”

BRAD RUSTICUS
General Manager, 5 Lakes Press

Customer Challenge

5 Lakes Press is a Midwest digital printing company that specializes in producing books for publishers and authors. Customers submit print jobs through an online portal where specifications and quantities are defined before production begins. This workflow demands high speed output, exceptional quality, and consistent uptime to meet tight production deadlines. This also allows them to have a national footprint. The company needed a technology partner that could understand its production focused business model, which differs significantly from traditional office printing environments. They required advanced print equipment, dependable service support, and guidance on optimizing file management to reduce delays and maintain customer satisfaction.

Applied Solutions

Applied Innovation implemented a customized production print environment, designed to support the busy demands of 5 Lakes Press. The solution included three Canon color printers, with speeds ranging from 90 to 135 pages per minute, two Canon black and white printers capable of 270 pages per minute, and a Kyocera inkjet printer that provided a cost effective option for education customers. Applied Innovation took the time to learn the unique workflow and production requirements of the business. Over the course of the long-standing partnership, Applied helped streamline file handling, improve job turn times, and increase overall print quality. Reliable service support and proactive engagement ensured maximum uptime and consistent performance.

The Benefits

- Faster production turnaround improving customer satisfaction
- Increased uptime supporting consistent delivery timelines
- Expanded business opportunities through inkjet printing solutions
- Improved workflow efficiency reducing labor costs
- Trusted partnership built on responsiveness and understanding
- Fewer operational headaches for management



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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