

Built on Reliability: How Nooter Strengthened Nationwide Operations with a Trusted Technology Partner



Industry: Construction
Services Used: Copiers + Printers
Print Production

“Anytime I need anything from my sales rep, he is on point and on call. I have probably never had a better sales rep. When I reach out, it is handled immediately. Whether it is scaling up equipment or solving an issue, I know it will be taken care of. Applied Innovation is responsive, intelligent, and always on point. They make things easy and make our department look great.”

MICHAEL KIESELBACH
IT Manager, Nooter

Customer Challenge

Founded in 1880, Nooter is a full service industrial construction company with offices and job sites located across the country. With a strong focus on operational efficiency and project execution, the company relies on behind the scenes technology to function seamlessly, including copiers, printers, and wide format plotters. The IT team needed a technology partner that shared Nooter values of accountability, responsiveness, and long term commitment. They required dependable support for both office locations and off-site construction jobs, where downtime could impact productivity and deadlines. Above all, they wanted a partner that treated them with the same level of care and urgency they deliver to their own clients.

Applied Solutions

Applied Innovation implemented a comprehensive print and document environment to support Nooter nationwide operations. This included wide format plotters for producing construction drawings and plans used daily in the field, as well as high volume multifunction printers for accounting documents, project paperwork, contracts, submittals, and standard operating procedures. Applied also assumed responsibility for managing off site printers and plotters, ensuring issues were resolved quickly without the need for repeated follow up. In addition, Applied served as a trusted resource for sourcing complementary services such as computers, document shredding, and electronic waste solutions, creating a streamlined and reliable support ecosystem.

The Benefits

- Reliable support for offices and job sites nationwide
- Immediate issue resolution for off site construction locations
- Simplified operations that reduce workload for IT staff
- A trusted partnership aligned with long standing company values
- Consistent responsiveness that improves confidence and efficiency



At Applied Innovation, we have nearly four decades of technology expertise, 600+ 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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