

# Saving More than Money: How One Startup Cuts Costs and Chaos Without Sacrificing Uptime



**Industry:** Print Production  
**Services Used:** Copiers + Printers  
Production Print

“They gave me the in to be able to start my own company and live my dream. I asked them to provide me with commercial machinery at a budget that a startup can afford, and they came through with flying colors. It was an amazing experience. They were able to pinpoint a machine that was capable of handling my workload at a very reasonable cost, and then they were able to support it in a timely manner.”

**ERIC GORDON**  
Owner, PrintAll, Vinyl Destination

## Customer Challenge

Eric Gordon, owner of PrintAll, set out to launch a commercial printing business in downtown Richmond, MI. Starting from scratch, he faced the difficult task of finding high-performance print equipment within a tight startup budget. More than affordability, Gordon needed reliability. Any downtime could mean lost revenue and damaged client relationships. In a fast-paced industry where consistent output is critical, he couldn't afford delays or subpar service. What he required wasn't just equipment, but a partner who understood the stakes of commercial printing and could ensure smooth, uninterrupted operations from day one.

## Applied Solutions

With years of experience in the copier industry, Gordon recognized exceptional service, and Applied Innovation delivered. They provided reliable, cost-effective equipment and backed it with fast, hands-on support that kept his business running smoothly. When a booklet maker failed before a major job, Applied quickly invited him to their office to complete the 10,000-copy run, even treating him to lunch. Their dedication gave Gordon peace of mind and the confidence to expand into new services like vinyl vehicle wraps.

## The Benefits

- Enabled fast, confident launch of new print business
- Reduced downtime with reliable, high-performance equipment
- Resolved technical issues quickly to maintain productivity
- Freed up time to focus on business growth
- Removed printer-related stress and vendor complexity
- Delivered hands-on service that exceeded expectations



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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