

How Midwest Food Bank Turned Printing Efficiency Into More Resources for Its Mission



Industry: Nonprofit

Services Used: Copiers + Printers

"Applied Innovation did a very good job of trying to get a good understanding of what our needs were and bringing forth solutions and seamless customer service, so it was very easy to pick them. We've had some excellent automation started by them and tracking how much our machines are utilized, and all the information just seamlessly is sent over to Applied Innovation. We don't have to manually track any of that. It's really saved us a lot of money compared to what we were utilizing as a provider before."

MARCIE LUHIGO

Development Director, Midwest Food Bank

Customer Challenge

Midwest Food Bank provides nutrition assistance and disaster relief to communities across Indiana while carefully managing resources to maximize its impact. As a nonprofit organization, they needed a cost effective way to produce marketing materials and donor communications in house without adding administrative burden to staff. With multiple users relying on shared equipment across locations, they also required a solution that was easy to use and minimized the need for manual tracking of supplies, service needs, and device usage.

Applied Solutions

Applied Innovation took the time to understand Midwest Food Bank's operational goals before recommending a tailored printing solution. Multiple multifunction printers were implemented to support in house production, document scanning, and digital record keeping. Automated meter collection, service monitoring, and toner fulfillment reduced staff involvement while improving visibility into device performance. Service and supplies were consolidated into a predictable monthly cost, creating a streamlined solution that supports daily operations while simplifying budget management.

The Benefits

Enabled marketing materials and donor communications to be produced in house

Simplified budgeting with predictable monthly printing and service costs

Reduced staff involvement through automated monitoring and toner fulfillment

Provided responsive support from a partner that understands nonprofit organizations

Improved staff satisfaction with reliable equipment and seamless operation



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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