



Document
Solutions to Fit
Every Business

NFL Team Partners With Applied Imaging to Increase Employee Morale and Enhance Fan Experience

Who are the Detroit Lions?

The Detroit Lions franchise has been a member of the National Football League (NFL) since 1930 and has won four NFL Championships during that span. They play their home games at Ford Field in downtown Detroit. Their commitment to the community and their fans is like no other. From the moment you walk into Ford Field, the sea of Honolulu Blue and the "One Pride" mentality elevates the game day experience.

Key Challenges in the Detroit Lions Environment

The Lions were looking to form a relationship and partner with a business solutions company for all of their printers and multifunction copiers. That company had to be dependable and could work seamlessly with the team's IT group. The Detroit Lions were aware of Applied Imaging's excellent reputation and the fact that they already supported the team. The culture and community element were important to the Detroit Lions.

How Applied Imaging Helped

Applied Imaging placed over 70 pieces of equipment (copiers and printers) at the Lions' Ford Field and Allen Park offices. The implementation, removal of previous equipment, and interaction with their IT personnel was well planned and executed professionally. According to the Lions' management, everything is operating smoothly and their employees are much happier with the new multifunction copiers, printers, and support from Applied Imaging. Applied Imaging also agreed to use its marketing abilities to promote the Detroit Lions on the west side of Michigan.

The Benefits

- *One servicing organization for more efficient and streamlined communication*
- *Happier employees working behind the scenes to enhance fan experience*
- *Built a relationship with an enthusiastic, dependable and service oriented partner*
- *Generated additional marketing support in West Michigan*
- *A partnership that can continue to grow in a high-energy, fast-paced environment*

About Applied Imaging

For over 30 years, Applied Imaging has helped businesses across the Midwest be more efficient. Our products and services help you to better communicate and manage the flow of information. From document creation to destruction - and everything in between; Applied Imaging has your back. As a locally owned and operated business, headquartered in Grand Rapids, Michigan, we have the experience and resources to exceed your expectations in every aspect of your business.

- 12 locations in Michigan and Northern Ohio, serving nationwide
- LIVE Customer Loyalty Center to take your calls
- Over 14,000 clients and a 98.8% Client Satisfaction Rating
- Over 44,000 copiers and printers on contract and over 3500 endpoints managed

Customer

Detroit Lions

Industry

**Sports &
Entertainment**

Services Used

**Copiers &
Printers**

"We were looking for a business solutions company and that's what we found. Our people are happier with the equipment and the service that's associated with it. So, when you can find someone who has that baseline initiative, on top of the fact they have enthusiasm for the team and want to succeed just as much as we do, it's a very easy relationship to forge."

- Dan Lentz, Executive
Director of Corporate
Sponsorships
Detroit Lions



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