



## Professional Baseball League Elevates Marketing Efforts by Partnering with Applied Imaging

### Who is the United Shore Professional Baseball League?

The United Shore Professional Baseball League (USPBL) was founded by Andy Appleby, a former Senior Vice President of the Detroit Pistons and Palace Sports and Entertainment. The USPBL launched May 2016, with all games being played at Jimmy John's field in Utica, Michigan. The USPBL is the first league in history to feature best practices such as having all of its games played on prime dates, Thursday to Sunday from Memorial Day through Labor Day. The League has 90 players representing 44 states and is aimed at 18-25 year olds. The quality of players is very high and the USPBL players are scouted regularly by major league teams. In just 3 seasons, 31 USPBL players have been signed by Major League organizations.

### Key Challenges in the USPBL Environment

The USPBL needed to partner with an organization that understood the complexities involved with events, promises made in event marketing, and the requirements of their unique sporting environment. The USPBL promises a different fan and family experience than most of today's sports leagues and venues. Part of that experience depends on having office technology products that are reliable and present the type of image the league's marketing promises.

### How Applied Imaging Helped

Applied Imaging provided the USPBL with all printers, multifunction products, and high speed color printers. With 500 employees on game days, the color printer gets a workout by being used to print food and beverage orders, menus, inventory stand sheets, team rosters, and much more. Applied Imaging also established preventative maintenance as a priority and has support technicians on call before and during games.

### The Benefits

- *100% uptime for all events and pre-event marketing*
- *A partner with a similar corporate culture that prioritizes promptness and friendliness with everything they do*
- *Peace of mind to focus on other challenges and not be concerned with office technology*
- *Increase in ticket sales due to marketing material printed on Applied Imaging devices*

### 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

FAST | FRIENDLY | AMAZING

Document  
Solutions to Fit  
Every Business

Customer  
USPBL

Industry

Sports &  
Entertainment

Services Used

Copiers &  
Printers

"They are all about customer service and we are too. We pride ourselves as having three times the level of service that's ordinarily provided in sports. Applied Imaging has that same thought process and really gives us a wonderful level of service. They are a great partner in every way, shape, or form. I'd recommend Applied Imaging for anyone in need of any kind of technology."  
- Andy Appleby  
Founder & CEO  
United Shores Professional Baseball League



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