



Document  
Solutions to Fit  
Every Business

## Local Manufacturer Minimizes Both Cost and Noise Through a Partnership with Applied Imaging

### Who is Genova Products?

Founded over 50 years ago in Flint, Michigan, Genova Products manufactures and distributes a variety of innovative plumbing and other home improvement products using sturdy, maintenance free PVC materials. Their World Headquarters in Davison, Michigan features an in-house print shop that services the needs of eight factory locations throughout the U.S.

### Key Challenges in Genova Products' Environment?

Three years ago, tired of using messy, outdated off-set printing presses to produce all printed material in house, Genova Products decided to completely update their print shop and acquire high-speed digital production printers. After seeing presentations from their current copier vendor and other manufacturer direct sales reps, Genova's management sensed something was missing and asked their Publication Supervisor to get one additional proposal. He called Applied Imaging.

### How Applied Imaging Helped

"Applied Imaging had way more knowledge at the table from the time we met with their analyst and sales manager," said Genova Products' Publication Supervisor, Brad Morey, who has over 30 years of experience in the printing industry. Impressed with Applied Imaging's PROTEAM members' product knowledge and understanding of placing the right product in the right environment, a deal was struck. Production equipment and high speed printers were placed. Genova Products selected Applied Imaging to satisfy all the copying and printing needs in its headquarters building and 8 factories. Depending on volume and workflow requirements, various multifunction products were placed.

### The Benefits

- *The ability to keep costs down by having all printing done in-house while getting rid of the offset presses*
- *A cleaner environment, producing far less noise*
- *Peace of mind knowing Applied Imaging has the parts readily available, highly trained and certified technicians and a culture of customer service that provides maximum uptime for the high production work horse printers*
- *One source that understands the company's goals, objectives, and overall printing requirements*
- *One point of contact for Genova Products' multiple locations nationwide*

### About Applied Imaging and the PROTEAM

The PROteam at Applied Imaging takes PROfessional to the next level. With best in industry response times from our award winning PROactive service team and a state of the art PROduction Print Solutions portfolio, you can rest assured your company can experience the highest level of PROductivity.

Customer

Genova Products

Industry

Manufacturing

Services Used

ProTeam

*"I recommend them over and over to many people. I tell them the machines I have, they don't go down. When they rarely do, there's no problem with parts or service. They're here and I'm up and running."*

- Brad Morey

Production Manager

Genova Products



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