



Document
Solutions to Fit
Every Business

Printing Company Enhances and Expands, Creating Long-term Partnership With Applied Imaging

Who is ArborOakland Group?

Located in Royal Oak, MI, ArborOakland Group is a commercial printer that has evolved over time into a full service marketing solutions provider. While printing remains the bulk of their business, they now provide digital marketing solutions, large format printing, promotional products, direct mail and fulfillment and much more. ArborOakland Group's position-ing theme is simply "Speak Visually" since allowing people and businesses to accomplish that fete sums up their product and service offerings. They view vendor relationships as partnerships and strive for an employee-centric reputation.

Key Challenges in the ArborOakland Group's Environment?

Being a marketing solutions provider, their customers expect high quality products within the negotiated deadline. If ArborOakland's high-speed production printers go down and they do not have a reliable service organization to bring them back up quickly, they could potentially lose revenue, customers, and their valuable reputation.

How Applied Imaging Helped

After a thorough analysis of ArborOakland's environment, it was determined that speed, color quality, and reliability were requirements in their new technology and a service department that responds quickly and accurately was their expectation for their new provider. Keeping production running efficiently, ensuring employee morale and eliminating frustration that happens when service requests aren't tended to in a timely manner was the key to impacting their customer's desired and outcomes. Applied Imaging's PROteam was selected over a large group of competitors for their "amazing service team," knowledgeable sales team and award winning culture. A Ricoh Pro C9110 production machine was placed and a new partnership was formed.

The Benefits

- *One servicing organization for more efficient and streamlined communication*
- *Fast and reliable service to keep their machine running*
- *Fewer headaches for their clients, eliminating lost revenue*
- *Applied Imaging serves as a "role model" for culture for ArborOakland and a true partnership.*
- *Top of the line production equipment that expedites print jobs for faster turnaround time*
- *Increase in employee morale as new technology reduces job backlogs and frustration*

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

ArborOakland
Group

Industry

Marketing

Services Used

ProTeam

"Applied's service team is amazing, that's a distinguishing factor for them. And it allows me to avoid any stories or excuses that no one wants to hear. The flexibility, the partnership, the can-do attitude. It's all about being a partner with us."

*- David Hamilton,
Operations Manager
ArborOakland Group*



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