



## Document Solutions to Fit Every Business

### Print and Marketing Company Saves Money and Brings in More Profit with Applied Imaging's Color Production Printers and PrintSmart

#### Who is MAD Creative Concepts?

MAD Creative Concepts was founded in 2005 as a print-only shop. As the company grew, they evolved into a fully integrated graphic design, marketing, and manufacturing firm. Along with custom signage and graphics, they also produce vehicle wraps, flags, banners, promotional products and more for some of the world's largest beverage companies. Clients include 1800 Tequila, Red Bull, Bacardi, Grey Goose, MillerCoors, and Kalitta Motorsports.

#### Key Challenges in the MAD Creative Concepts Environment?

Service has always been a critical issue at MAD Creative Concepts. If their machines were down, they weren't making any money. Therefore, the company had technicians on staff that would handle all machine maintenance and replenishing of supplies. As the machines got older, it became more difficult to keep them up and running. Parts and supplies became expensive and difficult to find. This in-house service also took away from the company's core competency, so the need for an outside resource became apparent.

#### How Applied Imaging Helped

Applied Imaging's PROTEAM provided new high volume Ricoh color production printers and assumed responsibility for the company's older machines. They placed both the new and older equipment under Applied Imaging's innovative managed print services program, PrintSmart. In addition they guaranteed a two hour emergency response time, but according to Drozdowski, Applied Imaging's service technicians have always responded in less than an hour. Applied Imaging also allowed Mad Creative Concepts to have four or five bottles of each color toner on the shelf for emergencies.

#### The Benefits

- *PrintSmart provided more efficient accounting and allowed MAD to only pay for the copies made.*
- *Outsourcing service/supplies meant employees could focus on the company's mission*
- *More uptime and less employee interaction with the equipment meant more profits*
- *Saved money on toner for older machines*
- *Added convenience having color toner in reserve*

#### 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*

**Mad Creative Concepts**

*Industry*

**Marketing**

*Services Used*

**ProTeam**

*"One thing I like about the equipment we just acquired is we pay per click. So we pay a set amount for every sheet that comes out and that includes all of our service and toner. For some of the older equipment I have, its actually cheaper to go on contract with them versus doing the maintenance myself which is nice. The whole company overall is amazing; their atmosphere, their culture. And everybody that works there seems to love it, so they're doing something right.*

*- Mike Drozdowski*

*President/CEO;*

*Mad Creative Concepts*



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