



Document Solutions to Fit Every Business

Busy International Art Competition Partners with Applied Imaging to Increase Marketing Presence and the Customer Experience

What is ArtPrize?

ArtPrize, which began in 2009, is an independently organized international art competition held in early fall each year in downtown Grand Rapids, Michigan. According to the Art Magazine, it's the most attended public art event on the planet, attracting close to 400,000 people annually. Although ArtPrize only lasts 19 days, the event requires year round staff to attract participants, attendees, and close to \$3 million in corporate sponsorships.

Key Challenges in the ArtPrize Environment?

The ArtPrize staff, of over 50, was saddled with an older color printer that was slow and created hours of wasted time waiting for jobs to be completed. ArtPrize needed a faster, high production color printer that also had a scanning function and stapling feature. Print quality was also essential since presentations were being generated for sponsors such as Pantone, the world renowned authority for colors in the printing world. ArtPrize needed support for the product since the transition to new technology had to be quick and seamless. Downtime, especially approaching or during the event, could have devastating consequences.

How Applied Imaging Helped

ArtPrize turned to Applied Imaging, who had already been involved as a sponsor. In fact, Applied Imaging had taken on the printing of tens of thousands of visitor handouts, including maps and guides that allows visitors to locate almost 2,000 pieces of art in three square miles of downtown Grand Rapids. Applied Imaging placed a Canon high speed color printer and worked quickly to ensure ArtPrize employees were trained immediately. Shortly after installation, ArtPrize employees had the knowledge and skills needed to work at a faster pace and dramatically increase their productivity.

The Benefits

- Increase in productivity and employee morale with a more efficient product
- Increased presentation quality due to higher color graphics printer
- Little to no downtime, which is extremely important during the event

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

ArtPrize

Industry

Non-Profit

Services Used

ProTeam

"They've been incredibly fast to respond to all of our needs. When you change such an important piece of technology within an office, you need to have a company that's going to make sure everybody is trained. Applied Imaging was there every step of the way, making sure there was hardly any slow down during the transition. We feel incredibly taken care of by Applied Imaging and we're so excited to work with them."

- Todd Herring, Former Creative Director ArtPrize



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