



Document Solutions to Fit Every Business

## Michigan's Largest Music Service Organization Saves Money and Frees Up Storage Space with a Solution from Applied Imaging

Customer  
**Meyer Music**

### Who is the Meyer Music?

Meyer Music is Michigan's largest school music service organization. They specialize in band and orchestra instruments, supplies, early music education and printed music for all levels of learning. In addition, Meyer Music provides quality school-approved instruments, generous rental-purchase arrangements and expert repairs. Over the years, Meyer Music has built a solid reputation with band and orchestra directors, private music teachers, parents and students.

Industry  
**Retail**

### Key Challenges in the Meyer Music Environment?

Previously, Meyer Music has outsourced all marketing and promotional materials including brochures, direct mail materials and instrument identifying tags. This was expensive and many times required them to guess at order quantities. This resulted in a closet full of unused printed materials. They decided it was time to look at products that would accomplish these tasks in-house. Meyer Music desired more control, lower expenses, and a solution for their expensive to operate desktop printers.

Services Used  
**Copiers**

### How Applied Imaging Helped

Applied Imaging was one of several office technology companies Meyer Music invited to assist in a solution. Applied Imaging's representatives responded immediately to their challenges and took the time to understand their business processes. The solution was to bring in a new MFP (multifunction printer). This allows Meyer Music to print their own materials & reduce their supply costs. In addition, the MFP allows them to print serial tags that go inside the instruments. In the past, these tags had been very expensive as it was considered a custom size by commercial printers. Because most of the printing occurs during the fall and back-to-school seasons, Applied Imaging established flexible payment plans to account for less busier times.

"We were particularly impressed by the reps from Applied Imaging. They were quick to respond and very helpful. They actually knew our business which was nice. After discussing all the things we needed to print, they figured out the most economical machine for those needs rather than something with bells and whistles that we would never use. It's nice to have more control and do it on your own."

- Lindy Scripps-Hoekstra,  
Meyer Music, Director of  
Communications

### The Benefits

- *Cost savings by printing marketing materials in-house*
- *More control over quantities printed which also saved money and freed-up storage space*
- *Flexibility to turn promotional ideas around quickly without including a third party*
- *Payment options that sync with periods of heavy usage*



### 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



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