

Professional Baseball League Transforms Game Day Operations with Applied Innovation



Industry: Sports

Services Used: Copiers + Printers

“They are all about customer service, and we are too. We pride ourselves in having three times the level of service that’s ordinarily provided in sports. Applied has the same thought process, and they provide a wonderful level of service. They are a great partner in every way, shape, and form. I’d recommend Applied Innovation for anyone in need of any kind of technology.”

ANDY APPLEBY

United Shore Professional Baseball League

Customer Challenge

The United Shore Professional Baseball League (USPBL) is an independent baseball league based in Utica, Michigan. The USPBL offers a unique fan experience with games held from Thursday to Sunday, featuring high-caliber players scouted by major league teams. The league needed a technology partner that understood the complexities of event marketing and the demands of their dynamic sporting environment. Reliable office technology was crucial to maintaining the league’s promises and delivering a consistent, high-quality experience for fans and staff.

Applied Solutions

Applied addressed USPBL’s needs by providing a comprehensive suite of printing solutions, including printers, multifunction printers, and high-speed color printers. These devices were essential for handling the demands of game days, with up to 500 employees relying on them for printing food and beverage orders, menus, inventory sheets, and team rosters. Applied prioritized preventative maintenance and ensured support technicians were available before and during games to maintain operational efficiency and address any issues promptly.

The Benefits

Maximized uptime for uninterrupted game day operations

Cost savings through streamlined printing solutions

Prompt support aligning with the league’s needs

Boosted marketing effectiveness leading to higher ticket sales

Copiers and printers with advanced technology



At Applied Innovation, we have over 35 years of technology expertise, 500+ team members, world-class brand partners, and a passion you’ll rarely find in a business like ours. Plus, as an independent dealer, we have the autonomy to always do what’s right for you.

Whether your goal is adopting new technologies, making smarter use of the tools you already use, or maybe a mix of both, our people are always available. And always happy to help.