

# UBS Helps Charter School Improve Event Planning & Marketing

Charter School for Applied Technologies in Buffalo, New York has revamped its marketing strategy to include event planning and promotion. But large events call for lots of paper, so the communications department decided the school needed a wide format printer to produce banners, flyers, and other documents to support these promotions. Fortunately, UBS had the perfect device.

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## The Challenge

# Unnecessary Spending.

Every time the school needed a document larger than 12" x 18", the team outsourced posters, banners, signs, and pop-ups. This got really pricey. And not only were they paying for the printing, but they had to pay shipping costs and wait days for the materials to come. The absence of a wide format printer was getting in the way of the school reaching its full marketing capabilities.



## The Solution

# In-House Production.

The school's Chief Technology Officer told the Communications Coordinator about a wide format printer he saw at a trade show. In an effort to save time and money, they decided to purchase a wide format printer from UBS. Additionally, the UBS team now supplies them with their copier fleet.



### Key Features

## UBS Wide Format Printers.

- Both black and white, and colored printing
- Cloud printing and scanning
- 5, 8, and 12-color machines
- High DPI resolutions
- Instant warm-up from standby
- Ability to scan dozens of feet in minutes
- Energy star-qualified design
- Nearly 100% recyclable components

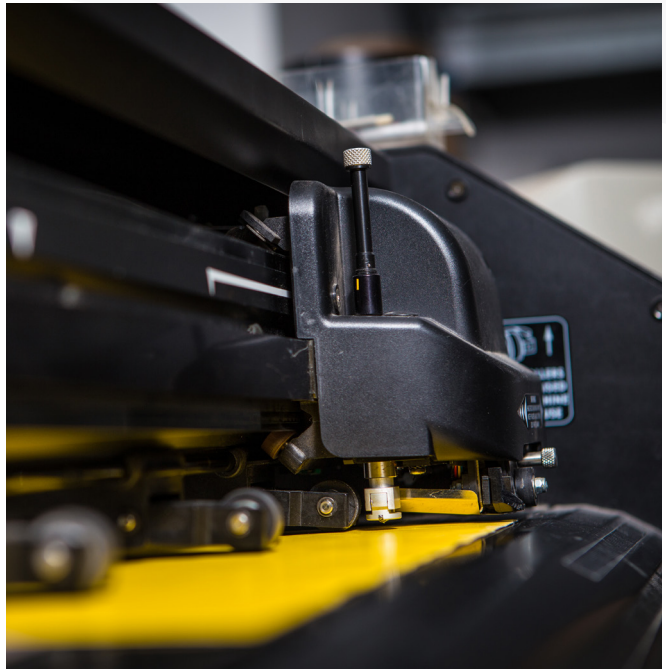
**“UBS service is second to none. Henry [Wide Format Specialist] has been so great, so helpful, and extremely patient.”**

**- Emily Lyons, Communications Coordinator  
at Charter School for Applied Technologies**

### **The Results**

## **Polished Banners and Signs.**

The Charter School for Applied Technologies has saved on outsourcing and shipping costs, and they've found the wide format printer to be extremely convenient. Since purchasing the machine, the school has printed wrapping paper, large banners, hallway photos, pop-up signs, and step-and-repeat backdrops in-house. Overall, the team feels their new printer has made their work look much more professional and refined.



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