



CASE STUDY



Alpha Copies

Alpha Copies was founded in 2005 as an all-service print shop and now has multiple locations in Ames, Iowa. Alpha Copies runs the gamut in the print industry, offering copies, offset printing, oversized printing, signs and banners, and more. They also provide a variety of business solutions, including everything from business cards and lamination to custom calendars and buttons.

THE CHALLENGES

Alpha Copies was founded in 2005 by John Crawford and his wife to provide a higher level of print service in Ames and central Iowa. Crawford had previous experience in the industry working at a local print shop, but chose to open Alpha Copies with his own chosen vendors after becoming dissatisfied with the level of service he received at his old shop. Alpha Copies enjoyed early success with businesses and college students alike. But as Alpha Copies' business grew, so did its need for better equipment. "When I opened here, I had a machine that would do 32 color copies per minute, and I thought that was awesome," Crawford said. "After our first year, we needed something that worked better and LRI got in the mix as I looked for a new machine."

THE SOLUTION

Laser Resources (LRI) came to Alpha Copies with a solution to their problem, and the two companies have been in business together ever since. For Crawford, it was important to keep a high level of service with his new, faster equipment. "The one thing that has made our business successful is turnaround time. When we went from 32 copies per minute to 65 copies per minute, we did not want to go down in our level of service," Crawford explained. "There was an understanding between us and LRI that turnaround time was important to us. LRI recognizes how important that time element is."

That level of service differentiates LRI from other vendors Crawford has worked with throughout his years in the print industry. "The biggest thing we like about LRI is that there are no excuses. I got tired of excuses from other service technicians," Crawford said. "LRI has trained their staff to take care of our problems. Even if we are causing the problem, they don't say that. They just do their work and they get it done."

THE RELATIONSHIP

LRI and Alpha Copies have formed a strong relationship over the past five years. It is a relationship that Crawford sees as more of a partnership than anything else. "LRI acts like a partner with the services they provide us. I've never felt that way with any other vendor, and I've had a couple big ones," Crawford said.

Even though LRI is not in the retail print industry like Alpha Copies, Crawford appreciates the experience they bring to the business. "Anytime I've ever made a call, I feel like I'm dealing with somebody that is partnering with us. It's not that LRI knows retail, but it is their print experience and I think that's what they bring," Crawford said. "They bring that experience and a complete package as a company."



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Owner, Alpha Copies

Alpha Copies provides a variety of services with a variety of print equipment. More than just copies, their solutions include:

- Business Cards
- Design
- Folding
- Drilling
- Oversize printing
- Shipping
- Fax Services
- Passport Photos
- Custom Calendars
- Resumes
- Cutting
- Binding
- Banners
- Lamination
- Disk Burning
- Padding
- Scanning
- Buttons
- Offset Printing
- Invitations