



“The folks at Kelley Create are really helpful, really knowledgeable. It’s a pleasure; it’s like warm apple pie. In a world of customer service that’s not so great, Kelley Create definitely does their best.”

–Kassie Hansen, Digital Print Specialist, University of Portland

Say, is that the smell of warm apple pie wafting through the air? No, wait, definitely not. It’s toner, or maybe ink, or the equipment spitting out endless reams of warmed paper. If on-campus copy and print services have a smell, this is it.

And it’s been a while, but we know how the room looks. Undulating, impatient queues of students and faculty set against a backdrop of gently whirring machinery lit by mercifully energy-efficient LED tube lighting. Yes, that place, production central, full of frenetic energy that’s always in demand. None more so than the stoic university print shop. It’s a wonder just to make it all work.

“We’re here for the kids,” said Ms. Hansen. “They’re basically our priority. And since there’s only eight of us to run it all, we’re lucky we have a lot of machines from Kelley Create to help.”

Yes indeed. Machines like Igor, a Xerox® Versant® 3100 Press; Eva, a Xerox® Versant® 180 Press; Roxy, a Xerox® Primelink® C60/C70; and The Beast, an HP Designjet® Wide Format.

“As soon as they come in the door they get a name,” explained Ms. Hansen. “So I can just call Kelley Create and say, ‘Hey, Igor is down, come fix him.’”

And fix him we do. The many benefits of choosing Kelley Create for production equipment and workflow automation services – like innovative tech, increased capabilities, time and cost savings, staffing efficiencies – don’t mean much if we don’t back them up with the service and support our commercial print and higher education partners need. Which apparently makes us somewhat unique.

“I’d call it frustration,” said Ms. Hansen. “Over 22 years, we’ve worked both with and without outside vendors. But neither went great. Bad equipment, bad service, calling an overseas number all the time for tech help, and we couldn’t get toner or supplies.”

We hear stories like this all the time – it turns out answering the call isn’t what gets other folks out of bed early every day. But at Kelley Create, we figure rolling up our sleeves to get the job done is simply good business. Even when it’s a call to make a really unique purple.

“Our colors are purple and grey, which means we need tons of magenta and cyan to make our special purple,” described Ms. Hansen. “Previous suppliers wouldn’t let me order more than one at a time. But Kelley Create was like, ‘We have supplies on hand, you can have them next day,’ and they delivered exactly as they said.”

Our service mindset is second nature. Our subject matter expertise sets up our production and workflow automation partners for success.

“They know all of the software and taught me everything I could possibly need,” explained Ms. Hansen. “And if I don’t know something, I can call our rep, and if he doesn’t know, he’ll find someone for me who does. They have gone above and beyond.”

That’s because we think our job is to help our partners find their way. Which is exactly how Ms. Hansen and her team sees their job:

“I like to say we go above and beyond, drive and commit because we’re here for the students. We’re a small unit, but that commitment to their success, it’s incredible the amount of work we produce with as little as we have.”

[Learn more](#) about Kelley Create's services.