



Reseller Spotlight



Dealer Inquiries

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Global Imaging, Inc.

Providing a Human Touch in a Mechanical World



Greg and Tara Lamb have built their business over the past eight years on one very important truth - "We don't sell anything different than anybody else. The difference is our people and our commitment to the customer." Easier said than done. Global Imaging has been extremely diligent in managing the tenants of its brand promise; To Provide a Human Touch in a Mechanical World. These tenants are broken down into four distinct areas that drive the company:

Knowledge - "On-going education and training for all employees is imperative as large format imaging needs and corresponding technologies evolve. We are experts on every piece of equipment we sell."

Intimacy - "There is a wide range of customer need out there and even more possible solutions. Our objective is to fully understand our customer's business and to share in their goals. Only then can we provide the best integrated whole product solution, from input and color management to output, finishing and supplies. This is a big commitment, so even though we support customers in a wide array of industries, we have chosen to be experts in only four:"

- Sign Industry
- Photo Imaging
- Beverage Industry
- Digital Service Bureaus

Service - "We can sell a solution today, but the ongoing service and customer care is what insures our sales for tomorrow. We employee vertical market sales representatives that stay in touch with customers proactively. Sure, things happen and when they do we are very reactive. But that should not be the only time your customers see or hear from you."

"These guiding principles are pervasive in all of our marketing activities, which include direct mail, trade shows, educational seminars and open house events. We recently upgraded our facility and expanded our demonstration area to better facilitate customer visits and group events. On the sales front, in addition to vertical market sales representatives, Greg works to develop



strategic relationships at a senior level within "lighting rod" companies in each target market. These companies typically allow us to provide our full scope of value products, service and thinking."

"We chose to represent Mutoh because they are a good match with our brand values:

- Mutoh is a first rate company that believes in customer relationship sales and support
- Mutoh shares in our goals and vision and there is a mutual interest to succeed
- Mutoh products and technologies are right where they need to be on the curve for our early adopter customers, who are driven by the end customer

For more information on Global Imaging, Inc. visit: www.globalimaginginc.com

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