



CASE STUDY

Sigma Alpha Epsilon



ECONOMY COLOR

COST SAVINGS

QUALITY

PROCESS IMPROVEMENT

ABOUT THE CLIENT



Sigma Alpha Epsilon is one of North America's largest social fraternities with more than 331,000 initiated members and more than 235 groups. The mission of Sigma Alpha Epsilon is to promote the highest standards of friendship, scholarship, and service.

www.sae.net

"Mimeo's documents were miles above any other I have ever seen printed. The economy color is outstanding. It's made it possible for us to print color for that volume of content, period. The quality, price, and level of service set Mimeo far above other companies."

- Matt Alaio - Creative Director

CHALLENGE

As alumni and membership outreach continued to increase, SAE needed a way to support its audience with more in depth educational and marketing materials. Due to a need for materials to arrive at many events in various locations, SAE did not have a unified way of printing documents, leaving each individual chapter responsible for the printing and distribution. The result was a cost prohibitive process with inconsistent print quality.

PROBLEM SOLVING

SAE relied on Mimeo's intuitive platform to streamline a higher quality production and distribution of their materials. "Because of the **affordability and quality** that Mimeo has been able to provide, we've been able to deliver **alumni outreach programs**. SAE can now professionally print membership manuals and supplemental educational materials rather than just a binder full of low quality photocopies."

RESULT

- Enabled SAE to create larger, more in-depth materials at a lower cost
- Effectively met budgetary requirements with Economy Color
- Ensured consistency of materials across multiple chapters and locations
- Increased direct control & quality of documentation by the national headquarters
- Reduced cost/ logistical burden for individual chapters

BONUS - SCALEABLE SOLUTION TO EVENT PLANNING

"Mimeo has helped tremendously with our events. We have 5-6 conferences a year where we need to distribute mini textbooks to attendees. Over the past 5 years, we have grown both in the number of offered programs and the amount of material we distribute. **We wouldn't have been able to scale our efforts without Mimeo.**"