By addressing their unique challenges. The deal included Ricoh equipment and PaperCut workflow management and reporting software.

- Brand bonanza. The dealer uses a pair of high-profile digital billboards that can be seen on a couple of major highways in southern Philadelphia. The messaging promotes the city’s sports teams, particularly Eagles football during their march to the Super Bowl last season. KDI also shares the messaging through its five social media accounts, creating another level of brand awareness. Some of its posts have generated thousands of "likes," and it fosters familiarity for those who haven’t done business with the firm previously.

- Community philanthropy. KDI participates in the annual American Cancer Society’s Making Strides Against Breast Cancer Walk and holds various internal events, such as bowling “fun”draisers, throughout the year to help raise money. In 2018, the dealer hosted its inaugural Pink Ball Golf Tournament, with proceeds also benefiting Making Strides. KDI made a corporate donation of $20,000 and allocated many resources to put the event together.