



Major Restaurant Company and Managed Services Provider Use REVLAR™ Waterproof Paper from Relyco to Reduce the Time and Expense Required to Produce Critical Training Aids for New Product Rollouts

San Diego, Calif.-based Jack in the Box Inc. is a restaurant company that operates and franchises 2,200 Jack in the Box restaurants, which are located in 21 states and Guam. Through a wholly owned subsidiary, the company also operates and franchises Qdoba, which has more than 600 restaurants in 47 states, the District of Columbia, and Canada.

Ricoh is a global technology company specializing in office imaging equipment, production print solutions, document management systems, and IT services. Headquartered in Tokyo, Ricoh Group operates in about 200 countries and regions.

Several years ago, in an effort to control costs and increase efficiency, Jack in the Box outsourced its print production group to Ricoh Services, and today, the company's new document and communications center leverages Ricoh technology to produce a range of materials for the restaurant chain.

As Nasir Jagers, site manager for the document and communications center, explains, the printed materials in greatest demand are the job aids and training materials used when Jack in the Box rolls out new products. "The fast food industry is highly competitive, with each company trying to outperform the others in bringing creative new products to market. This means that having the ability to train employees quickly to produce and sell new offerings is a real competitive advantage," he says.

The materials used to train employees about the new products needed to be extremely durable, so Jagers and his team printed them in house and then sent them to a third-party vendor for lamination. "The laminated job aids met our needs," Jagers notes, "but I wanted to find a way to produce them more quickly and at a lower cost, while ensuring the same level of quality and durability. Relying on an

At A Glance:

Customer

Jack in the Box

Managed Service Provider

Ricoh Services

Industry

Hospitality/Managed Services

Relyco Product

REVLAR Waterproof Paper

Websites

www.jackinthebox.com
www.services.ricoh.com

"It was apparent from an initial review that REVLAR was the most cost-effective solution available, but the most critical question we had for all the vendors we considered was whether their paper would work with our Ricoh digital printers. Relyco was able to confirm that REVLAR would be fully compatible with our systems. There was no static build up, which had been a major concern; the paper didn't jam; the ink adhered exactly as expected; and the pages cut smoothly without dulling the blade on the cutter. Once in the field, the REVLAR was extremely durable, performing well in day-to-day use with employees. The job aids printed on REVLAR worked as good as, or better than, the laminated versions did. And, we had produced them more quickly and cost effectively overall."

Nasir Jagers
Ricoch Site Manager | Jack in the Box



outside vendor for lamination added three or four days to our production timeline, and in this industry, time can mean revenue."

Jagers had received an information packet from Relyco about the company's REVLAR Waterproof Paper, so he contacted the company for more information; to compare product features and costs, Jagers reached out to two additional vendors as well. "It was apparent from an initial review that REVLAR was the most cost-effective solution available, but the most critical question we had for all the vendors we considered was whether their paper would work with our Ricoh digital printers," he says. "We use the Ricoh Pro 651EX color production system and the Ricoh 1107EX digital imaging system for black and white printing. Relyco was able to confirm that REVLAR would be fully compatible with our systems and sent me samples to test. The 100 or so test pages worked flawlessly, but we knew that the real test would come when we tried to print larger quantities using REVLAR."

The operations team at Jack in the Box, which is responsible for the creation of training materials, was enthusiastic about the idea of replacing laminated job aids with a version created on REVLAR, and proposed that the waterproof paper be tested in the field. The team first used REVLAR for a new product launch in test market. "We printed 500 job aids to test in restaurants in the Las Vegas region," Jagers explains. "We printed them eight-up on 11" x 17" REVLAR in our Ricoh systems, and then cut them to the appropriate size using a hydraulic cutter. There was no static build up, which had been a major concern; the paper didn't jam; the ink adhered exactly as expected; and the pages cut smoothly without dulling the blade on the cutter. Once in the field, the REVLAR was extremely durable, performing well in day-to-day use with employees. The job aids printed on REVLAR worked as good as, or better than, the laminated versions did. And, we had produced them more quickly and cost effectively overall."

After the successful field test in the Las Vegas market, job aids printed on REVLAR were used in the system-wide rollout of the new product. Jagers and his team now print about 1000 job aids each month on REVLAR. "With REVLAR, we're able to produce the job aids used for new product rollouts completely in house," Jagers says. "By eliminating the time required for lamination, we're able to produce job aids in just one day, reducing production time by 75 percent. Plus, in the last quarter alone, we saved \$4,500 by using REVLAR instead of lamination."

Jagers, who also manages the fulfillment center for Jack in the Box, is now evaluating how REVLAR could be used to help cut both production time and costs of other print materials the restaurant company requires. In addition, Jagers is testing Relyco's ENDURA LABEL to see whether the product might be an alternative to costly labels the company currently has print and die cut by a third-party vendor. "Relyco offers a number of innovative products that could be effective in other areas of our business," Jagers concludes, "but rather than just sharing a 'catalog,' Relyco really listens to our needs and proposes solutions that make sense. Relyco's customer service is excellent, and they've gone out of their way to ensure that they're easy for us to do business with. I really value that."

About Relyco: For more than 25 years Relyco has been the premier supplier of unique and innovative paper products specifically designed for laser, digital and inkjet printers. Our products are great for thousands of applications and uses – enabling you to get the most value out of your printer investment. Understanding and meeting our clients' needs is always our first priority. Visit us at www.relyco.com or call (800) 777-7359.