



THE ANGLER'S BOUTIQUE RESORT SOUTH BEACH

Luxury Hotel Discovers a Multitude of Applications for REVLAR® Waterproof Paper

Located in South Beach in Miami, Florida, in the heart of the historic art deco district, The Angler's Boutique Resort is a 45 room, luxury hotel. Made up of two 1930s buildings in the Spanish Mediterranean style—the original Angler's Hotel—and two new structures designed in the Miami Modern style, The Angler's offers guests unique accommodations in a lushly landscaped environment.

In addition to its guest studios and suites, the boutique hotel offers an award-winning restaurant, 660 at The Angler's, which promises to transport guests from South Beach "to the delicious regions of Europe."

Given south Florida's humidity and the spills that are common in any restaurant, The Angler's General Manager Karen Brown found that she needed to frequently replace the mini menus and special event menus used in the hotel's full-service restaurant. She learned of waterproof paper, found Relyco on the web and sent an inquiry. "A representative from Relyco contacted me right away," Brown notes. "She asked about my requirements, explained the range of applications for waterproof paper, and then sent me samples of Relyco's

At A Glance:

Customer

The Angler's Boutique Resort

Industry

Hospitality

Relyco Product

REVLAR Waterproof Paper

Website

www.theanglersresort.com

"Hospitality is a service-driven industry and The Angler's is an establishment committed to providing superior service, so I understand and appreciate the value of good service. Relyco is an easy company to do business with. Everyone I've worked with has been responsive and focused on meeting my needs. I haven't placed particularly large orders, yet I'm treated as if my order is the most important, and that means something to me."

Karen Brown
General Manager – The Angler's Boutique Resort

REVLAR in various thicknesses so that I could find the one that would be best for our needs and would work effectively in our printer."

Once she used REVLAR for the first time, Brown was hooked. "We've found dozens of applications for the paper beyond menus and table tents in our restaurant," Brown says. "We use it for signage in our elevators, at the front desk, by the pool and in our public rest rooms. There's no need for a frame, and the presentation is clear and neat. Most importantly, it is long lasting. For example, our mini menus are handled frequently and were easily destroyed. Since we've started using REVLAR, we replace our menus only when items change. Our menus are still handled frequently—maybe more so because REVLAR is so unusual that people want to touch it—but now our menus can stand up to any abuse."

Brown notes that while the initial investment in REVLAR may be slightly higher than for traditional paper, the product pays for itself. "REVLAR is so easy to use, and we can print the quantities we need using our own printer," Brown says. "There is no need for expensive lamination, and REVLAR's longevity makes it very cost effective."

Brown didn't consider other vendors before she chose Relyco, and she explains that she wouldn't think of changing vendors now. "Hospitality is a service-driven industry and The Angler's is an establishment committed to providing superior service, so I understand and appreciate the value of good service," Brown concludes. "Relyco is an easy company to do business with. Everyone I've worked with has been responsive and focused on meeting my needs. I haven't placed particularly large orders, yet I'm treated as if my order is the most important, and that means something to me."



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.