

# Associated Food Stores Saves Money Printing Signs on REVLAR Synthetic Paper

Associated Food Stores has championed the interests of independent supermarket owners since 1940. Today, the cooperatively owned wholesale distributor provides warehouse facilities and support services to 600 independently owned supermarkets in an eight-state region.

Among the support services they provide their supermarket members is a full-service print shop offering a broad spectrum of services, including the creation of advertisements and shelf signs for each independent store.

## Leveraging the benefits of an evolved product to help their members keep up with the “big guys”

Associated Food Stores’ print shop team is committed to delivering its customers the kind of leading-edge, innovative solutions that help independent grocers keep up with big national chains. Steve Nicholes, Senior Production Control Specialist, monitors print trends in the grocery business and had been tracking the evolution of synthetic paper solutions.

“When synthetic products first hit the market, they were expensive and challenging to use. We heard stories about paper being temperamental with different types of printing equipment or copiers,” Nicholes recalls.

“Still, we could see the potential a waterproof paper would have for our customers, particularly for signage in cold or damp areas of a store—such as the produce or freezer section—or for the pop-outs or danglers on store shelves that often face run-ins with shopping carts or small hands.”

## Not all synthetic papers are alike—discovering the REVLAR difference

Nicholes tried samples of various types of synthetic papers without success until his color copier vendor recommended RELYCO. “The vendor recommendation really inspired our confidence,” he notes. He called RELYCO, requested some samples and was impressed with the outcome.

“RELYCO offered a high-quality paper at the right price, and we knew with our first test that REVLAR would work exactly as we needed it to,” he comments.



Anyone adapting to a new solution can benefit from the experience and support of an attentive vendor. The Associated Food team found a proactive partner in RELYCO.

“They provide excellent customer service,” Nicholes notes. “They respond quickly and are always working to meet our needs. I consider them a partner in our business.”

## 10x longer-lasting performance drives increasing demand and provides sustainable value

As more of Associated Food Store’s independent grocers tried REVLAR, demand for materials printed on the waterproof paper increased. The print shop now stocks REVLAR in its warehouse and materials printed on REVLAR are included among the items that are always available through the online ordering system.

“Everything that we print on REVLAR is more durable and tear resistant than traditional paper stock,” Nicholes says.

*“In the past, store owners were frustrated when a sign or popout they put up in the morning was destroyed by the afternoon. Even though REVLAR may be more expensive initially, the signs last ten times as long. In the end, REVLAR stands up to abuse, moisture, temperature changes—and is much more cost effective overall.”*

*Steve Nicholes / Senior Production Control Specialist*

For Nicholes, the satisfaction of his internal customers is a huge measure of the print shop’s success. “We always strive to provide the printing services and solutions our customers need to be successful,” he concludes. “We really hit the mark with REVLAR.”

