



### Waterfront Restaurant Easily Tailors Menu Thanks to REVLAR® Waterproof Paper from Relyco

Located on the water at Cedar Island Marina in Clinton, Conn., Rocky's Aqua offers patrons mouth-watering New England favorites, prepared and served by a loyal staff in a beautiful location. The majority of the restaurant's seating is on its covered patios so that visitors can take advantage of the waterfront views in all types of weather.

In fact, while it can make for a unique experience for the restaurant's guests, the changing weather common to the waterfront, including heat, humidity, and rain—combined with the moisture and spills that are typical to a food-service environment—wreaked havoc on Rocky's Aqua menus. "This is my fifth year operating Rocky's Aqua. When I first started, we were using the type of menus that required stuffing of individual pages in plastic pockets, which was time consuming. Condensation and the dampness on the tables caused a problem. Plus, the menus were difficult to keep clean; I never liked them," explains restaurant owner, Rocky Ross. "More importantly, though, I wanted to be able to really control my menu, to print them as needed, so I started looking for a solution that could work for me."

The first alternative Ross tried was lamination. The result was a menu that worked for the short term but delaminated over time, increasing Ross's frustration. "Three years ago, an online search led to Relyco and REVLAR," Ross says. "From the start Relyco was easy to work with and focused on providing a waterproof paper that would work for my restaurant. They worked to understand my requirements and sent me samples of different thicknesses to try in my printer. REVLAR impressed me immediately. It's perfect for any restaurant, but especially for a restaurant with outdoor seating. REVLAR is so phenomenal that I've even upgraded my printer to ensure the highest

#### At A Glance:

**Customer**  
Rocky's Aqua

**Industry**  
Restaurant

**Relyco Product**  
REVLAR Waterproof Paper

**Website**  
[www.aquaonthewater.com](http://www.aquaonthewater.com)

“Every New Year’s Eve, we design a unique menu centered on customer favorites, our specialties that have been popular in the past. On this New Year’s Eve, one item was more popular than usual and we ran out early in the evening. Rather than continuing to use the same menu, placing my staff in the uncomfortable position of explaining that an item wasn’t available, and disappointing our guests, we just printed new menus. It was a perfect, simple solution that I wouldn’t have been able to do without the flexibility of REVLAR.”

Rocky Ross  
Owner | Rocky's Aqua

quality menu possible. The fact that I was willing to change equipment just to be able to use this paper speaks to the value of the product.”

Since Rocky’s Aqua is a seasonal restaurant, Ross and his team actually design and produce three menus each year: a start-up menu in the spring, a full menu in the summer—the restaurant’s busiest season—and a smaller menu in the fall. “We use a standard 8 ½” x 11” paper for our dessert menu, but Relyco pre-cuts the REVLAR so that it’s the perfect size for complete menu. We also use the thickest REVLAR available because it’s the most durable. Our guests can’t fold it or bend it, so the life of the menu is extended, and we don’t need to reprint as often.” Ross adds that he also uses the durable, waterproof paper for signage both inside and outside the restaurant.

Ross notes that New Year’s Eve presented a perfect example of his ability to control his menu thanks to REVLAR. “Every New Year’s Eve, we design a unique menu centered on customer favorites, our specialties that have been popular in the past,” he recalls. “On this New Year’s Eve, one item was more popular than usual and we ran out early in the evening. Rather than continuing to use the same menu, placing my staff in the uncomfortable position of explaining that an item wasn’t available, and disappointing our guests, we just printed new menus. It was a perfect, simple solution that I wouldn’t have been able to do without the flexibility of REVLAR.”

Ross often shares stories about his success with REVLAR with others. “I absolutely believe that REVLAR will become the norm for casual restaurants like mine, because it is perfectly suited to our relaxed, ever-changing environment,” Ross adds. “In the time I’ve been using the paper, I’ve recommended Relyco and REVLAR to the owners of two other restaurants in the area; one has begun using REVLAR already.”



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](http://www.relyco.com) or call (800) 777-7359.