



GRINDERS

Kansas City Hot Spot Saves Time and Resources with Menus Printed on REVLAR Waterproof Paper from Relyco

From the heart of Kansas City, Missouri's Crossroads Arts District, Grinders serves up great food and fabulous beers seven days a week. Grinders West is an upscale delicatessen located right next door to the original Grinders restaurant, and Crossroads KC at Grinders is a 3,000-seat outdoor music venue situated just behind the two restaurants. The restaurants and music venue are owned by Kansas City sculptor, entrepreneur, restaurateur, and TV personality STRETCH, who has been featured on Guy Fieri's Diners, Drive-Ins, and Dives and Guy's Big Bite and will soon star in his own show, Hungry Men at Work, on Spike.

While the restaurants are distinct in style and atmosphere, guests can order from an expansive, combined menu to take advantage of the food from one location and the ambiance of another. As Holly Hayden, STRETCH's assistant in all business and artistic ventures, explains, Grinders menus must withstand daily abuse. "Our menus are handled hundreds, maybe even thousands, of times each day. Even with the best type of traditional paper, they were easily damaged and got very messy just from everyday use. Being a 'green' enterprise is part of our mission, and we hated to see the waste of resources, yet we were constantly investing in paper and printing," she says. "Plus, because we've been featured on The Food Network, many of our customers like to have menus as souvenirs; we want to offer menus for our guests to take home, but doing so can be costly."

Grinders has used lamination, particularly for the restaurant's beer menus, but found the process to be cumbersome and time consuming. Hayden began to research alternatives to printing menus on traditional paper or laminating them. She explored the possibility of using a Tyvek-like product, but found that it was available only in rolls and would need to be cut and then printed on a printing press rather than with a more cost-effective color copier. "There were so many steps involved in using that particular product that it was more efficient and affordable to continue printing our menus on traditional paper," she notes.

At A Glance:

Customer
Grinders

Industry
Restaurant

Relyco Products
REVLAR Waterproof Paper

Website
www.grinderspizza.com

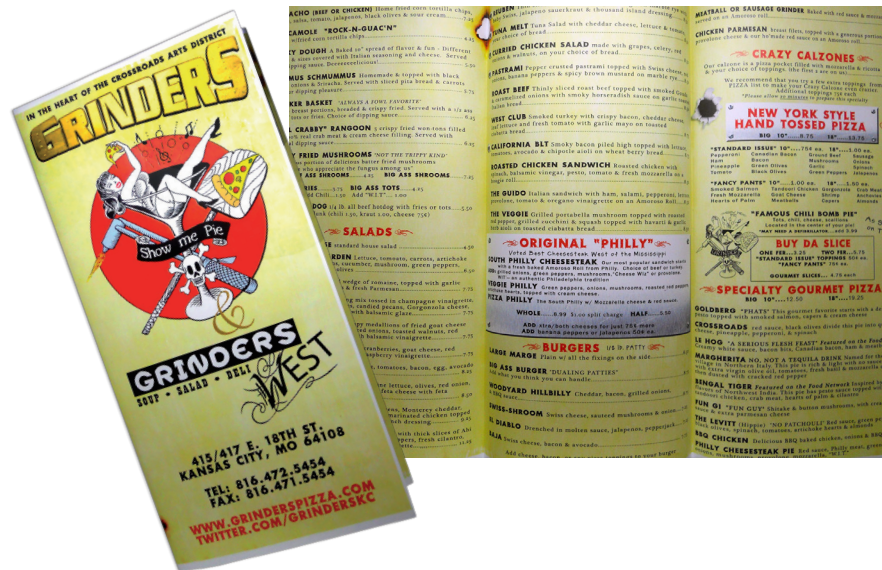
"We printed a menu on each paper sample using our multifunction printer, and then we tested: we spilled beer and sauce from chicken wings on them; we tried to tear them; we stepped on them; we put them outside in the wind and rain. REVLAR came out on top. It is completely laser printable, foldable, waterproof, and tear resistant, and so easy to use. We can update menus and print them virtually on demand. We are so impressed that we've added a 'Printed by REVLAR' insignia to each menu!"

Holly Hayden
Business Assistant - Grinders Restaurant

In the past year, Hayden began to hear about "waterproof" paper. She contacted a number of vendors—including Relyco—and requested samples. Since Grinders relies on an 11" x 17" double-sided, tri-fold menu, some vendors were eliminated from the start because they couldn't deliver a paper that was the right size. "We printed a menu on each paper sample using our multifunction printer, and then we tested: we spilled beer and sauce from chicken wings on them; we tried to tear them; we stepped on them; we put them outside in the wind and rain," Hayden says. "REVLAR came out on top. It is completely laser printable, foldable, waterproof, and tear resistant, and so easy to use. We can update menus and print them virtually on demand. We are so impressed that we've added a 'Printed by REVLAR' insignia to each menu!" Grinders can now even print special "to go" menus on REVLAR for those guests who want a souvenir of their visit.

REVLAR has met Grinders's exacting requirements, and so to has the Relyco team. "Relyco's pricing is right. In fact, it was almost half that of another vendor we considered," Hayden concludes. "Plus, Relyco's service has been excellent. Our order was delivered in just a few days, and the Relyco team has really followed through. Other cities in Missouri experienced extremely severe weather recently, and our Relyco rep actually called to see how we were and to ask if we needed anything; we work with lots of vendors, and no vendor has ever done that for us before."

With its group of creative thinkers, the Grinders team is already envisioning new applications for REVLAR's many sizes, styles, and colors, including concert posters with printed QR codes to allow smart phone users to scan, visit the Crossroads KC website, and order tickets on the fly.



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.