



Full-service Design, Print, and Mail Company Meets Unique Customer Requirements with REVLAR Waterproof Paper



Established in 1999 as a “typical” quick printing franchise store, Maryland based Miller’s Minuteman Press is now one of the largest Minuteman Press franchises with five stores and a central production facility. The locally owned, full-service company—and its 56 employees—offer a one-stop shop for strategic marketing, creative graphic design, prepress and typesetting, printing, bindery, mailing, digital communications, media transfers, and promotional products for corporate, government, and non-profit clients across the region. The Green Valley Swim Club, a Miller’s Minuteman Press client, approached the company seeking an innovative way to produce “Green Valley Cash,” which is bought by swim club members in advance and used for purchases at the snack canteen, eliminating the need for swimmers to carry credit cards or cash while at the club.

“The Green Valley Swim Club was very specific in their requirements,” explains Leigh Lieman, PR Marketing Director at Miller’s Minuteman Press. “Since ‘Green Valley Cash’ is used around the swimming pool, it needed to be waterproof, but it also needed to be scuff, fade, and tear resistant; impervious to chemicals; and durable enough to withstand frequent handling. In previous years, the club had printed their ‘cash’ on regular paper stock, which was quickly ruined from water damage and constant handling, so it wouldn’t see more than a single season.”

The team at Miller’s Minuteman Press originally considered lamination, but was inspired by the client’s request for a creative solution. The search led them to a webinar about REVLAR Waterproof Paper hosted by Relyco, and after listening to the presentation, they identified the product as a leading contender for the Green Valley Swim Club’s application. “REVLAR was innovative and creative,” Lieman notes.

At A Glance:

Customer

Miller’s Minuteman Press

Industry

Print Services

Relyco Products

REVLAR Waterproof Paper

Website

www.millersmmp.com

"REVLAR was innovative and creative. It was also weather resistant and durable enough to withstand use around the pool and in the club; plus, it was affordable enough to align with the client's budget. Importantly, as the vendor who would produce the 'Green Valley Cash,' we appreciated that REVLAR was available in a range of thicknesses, colors, and finishes and could hold ink with traditional or digital printing."

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PR Marketing Director – Miller's Minuteman Press

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Miller's Minuteman Press contacted Relyco, where the sales team addressed their technical and product questions and concerns. "We were assured that REVLAR would offer the image quality, appearance, smoothness, and printability of standard paper, but still allow us to fold, punch, or cut as needed. This made REVLAR Waterproof Paper an ideal solution from a print perspective. The bright white sheets enabled us to provide high-image quality, and we had the option of running the job on toner based laser and digital printers and copiers." Lieman says. "Plus, REVLAR eliminated the need for lamination, which ensured a speedy production timeline and made it an affordable solution. In addition, Relyco was able to offer us a quick turnaround on product delivery; our order was processed and shipped—at the most affordable shipping rate—on the same day so we were able to meet our production timelines."

For Miller's Minuteman Press, the proof of the solution was in the finished product. "Our client was extremely satisfied with the results," Lieman comments. "The waterproof paper—combined with the creative look and feel of the product—resulted in members seeing the real value in purchasing the 'Green Valley Cash'; the club sold nearly \$12,000 in the first weekend alone. And with the durability of the product, the club will be able to collect unused 'cash' at the end of the season, protecting their initial investment and eliminating the need to reproduce the cash next year. This significantly increased the value of REVLAR for our client."

Miller's Minuteman Press was equally satisfied with their experience with Relyco. "We found the team at Relyco to be extremely helpful and responsive," Lieman concludes. "Due to the success of this initial project and a positive customer service experience, we will be considering REVLAR paper for several other client jobs that require an outdoor application. We've added Relyco to our list of preferred vendors of choice."



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.