

SOLUTIONS FOR **FOOD & BEVERAGE**



How to make a better guest **impression**.



**RELYCO**  
WILDLY RELIABLE

[relyco.com](http://relyco.com)



## It's not just about the food. **It's the experience.**

The restaurant/hospitality business can be as challenging as it is rewarding. We know you're dealing with the most competitive environment the industry has possibly ever seen. Experts agree, the following have become imperatives to sustaining success:

- The need to fiercely protect your brand and reputation
- The need to optimize your dining experience at every step
- The need to increase the average sale per table while reducing costs

A lot goes into your success, but often overlooked is how you produce your marketing materials, such as menus and table tents. It's more of a success contributor than people think.

*On average, guests will only look at a menu for 109 seconds. A key to a great guest experience, and better sales for you, is to make the most of those 109 seconds.*





Your paper choice matters, just like every recipe ingredient matters.

There has been a lot written about the psychology of menu design. Research proves that even a simple thing like removing dollar signs from the prices can actually increase sales. But not much is shared about the importance of selecting the right paper on which to print your menus and other promotional materials.

In fact, the wrong choice may actually damage your reputation since menus, table tents, recipe cards and other items produced on ordinary paper don't always stand up to the rigors of daily use. They are easy to soil and tear. They can quickly become a liability. It's a domino effect. A poor impression with the menu can impact the guest's overall impression of your restaurant.

That's not all. Many restaurants use laminated paper, but that can be a problem too. The look is low-end and the cost of the equipment, supplies and labor may actually be stealing hard-earned money from your bottom line.

### Synthetic paper offers a better way for you to differentiate your brand.

Synthetic paper is a game-changer. It's durable, waterproof, tear-proof, fade-resistant, printable and recyclable. It helps you deliver a more upscale look at a lower overall cost than other options. It performs perfectly indoors and out – standing up to daily use and abuse. And because it's synthetic, it is also hygienic and sanitary. You can clean it easily with a mild cleanser and wipe it down so it looks as good on day 30 as it did on day one.

Most importantly, synthetic paper is not only a cost saver; it can be a revenue generator as well. Current users report that, used in the right ways, it has actually been an important contributor to guest loyalty – helping not only to convey information, but also to enhance the dining experience.

# Owners and managers agree, **REVLAR** is the best option.

*Your best bet is REVLAR synthetic paper. It's been optimized for – and proven in – restaurants, bars, clubs, resorts, healthcare facilities and with caterers. It is easy-to-print and easy-to-maintain. And as we mentioned, it can save you money over traditional options. These types of savings can really add up.*

## What makes REVLAR different?

### Aesthetics

It improves the look and feel of your menu and other promotional materials

- REVLAR holds toner extremely well
- Cleaner, high end look
- Less “plasticky”
- No glare like laminated signs

### Durability

It stands up to abuse, even kids

- “Military grade” strength
- Withstands moisture and temperature variations
- Tear-proof
- Doesn't crack when folded or scored
- Resists scratching and cracking better than other synthetics

### OEM Printer Compatible

Tested and optimized for the most popular printers

- Xerox
- Sharp
- Ricoh
- OKI
- Konica Minolta
- Canon

### Cost Savings

Saving you money in a few different ways

- Paper cost over time
- No lamination expenses
- Improved employee productivity – no wasted time

## A range of products to suit your specific needs and budget.

### REVLAR Premium Synthetic Paper

Our best synthetic paper. The brightest white and most opaque paper with a deluxe coating.

- Optimal image quality and printability
- Food safe - FDA compliant as a food contact substance
- Perfect for wet, harsh and outdoor environments
- More affordable and faster to produce than laminated materials
- Matte white finish
- Made of polyester
- Recyclable as a #1 plastic

### REVLAR Select Synthetic Paper

Our better synthetic paper. All the same features as our other synthetic papers, but with cost-savings built-in.

- Same base material as REVLAR Premium, with an industrial coating
- More affordable and faster to produce than laminated materials
- Perfect for wet, harsh and outdoor environments
- Matte white finish
- Made of polyester
- Recyclable as a #1 plastic



### REVLAR Soft Synthetic Paper

Soft & silky to the touch. All the same features as our other synthetic papers, but with a more pliable and cost-effective material.

- Flexible & hand-foldable
- Most writable synthetic option
- More affordable and faster to produce than laminated materials
- Perfect for wet, harsh and outdoor environments
- Matte white finish
- Made of polyolefin
- Recyclable as a #7 plastic

### REVLAR Premium Colors

Vibrant and pastel colors on our best synthetic paper. Eliminate the need to flood coat a sheet of white REVLAR. Colors can last for up to a year with exposure to UV rays without any fading.

- 8.5" x 11" sheets
- 5 mil (172 gsm)
- Optimal image quality and printability
- Perfect for wet, harsh and outdoor environments
- White toner compatible
- More affordable and faster to produce than laminated materials
- Made of polyester
- Recyclable as a #1 plastic

### Important to note

Each REVLAR synthetic paper is so durable that even complete and lengthy submersion in liquid has no effect. Because of this tolerance for water, it's easy to clean. If REVLAR gets dirty, you can just wipe it down with a wet cloth or use a mild cleanser.

It holds up better than standard paper or lamination because it's made of plastic, yet REVLAR has the appearance, smoothness and printability of paper. You can even score, punch or die-cut it, which makes it versatile.

### Also important to note

All REVLAR products are compatible with laser printers, offset printers and flexo printers. Call us for inkjet printer and HP Indigo compatible REVLAR.

### Another alternative:

### TRIDURA Hybrid Paper

TRIDURA is a special combination of traditional paper and synthetic paper. Perfect when you want a durable paper, but don't need all of the other characteristics of a full synthetic paper.

- Tear-resistant
- Unique construction of paper/polymer/paper layers in one sheet
- White paper layers made of FSC certified papers





## We have solutions for more than just menus.

*REVLAR offers you a better way to go beyond just communicating basic information. You can use it in the back of the house for posting or keeping track of important recipes and for employee training materials. Many restaurants and hotels also use it for short-term and long-term signage, loyalty cards, labels and tags as well. It allows you to stretch your creativity with interesting, outside-the-box designs not possible with regular paper. Consider REVLAR for the following:*

### **Menus**

Synthetic paper is a great option to consider. It's durable, waterproof, tear-proof, fade-resistant, printable and recyclable. It helps you deliver a more upscale look at a lower overall cost than other options. It's not just for your main menus either. Perfect for bar menus and daily specials too.

### **Signage**

Our sign materials are exceptionally durable for on-premise signage, way-finding signs and back-of-the-house safety signs. They are waterproof, weatherproof and tear-proof, but still print like a dream.

### **Table Tents**

Table tents produced with RELYCO paper look great and last much longer than those produced using traditional paper products. They help not only to convey information, but also to enhance the dining experience.

### **Labels & Tags**

RELYCO supplies a range of synthetic papers for use as temporary or permanent labels and tags. They are waterproof, tear-proof, washable, chemical-resistant, grease-resistant, weatherproof and more.

### **Manuals**

Trust your most important documents to synthetic paper. It outlasts alternatives to ensure business tools like employee manuals always convey the information you want to convey.

### **Recipe Cards**

The back-of-the-house can be a pretty hectic place. Recipe cards printed on standard paper just don't stand up to the abuse, risking the loss of valuable information. Synthetic paper is back-of-the-house proof – standing up to excessive handling, grease, water and temperature extremes.



# REVLAR is right for Blue Latitudes. How about you?

Blue Latitudes Bar & Grill is another REVLAR user. A big part of their brand is a rotating selection of custom-made libations, artisanal spirits, craft beers and wine that compliment the fare. Their menu is imaginative and evolving with small and full plate choices that celebrate guest favorites and innovative creations alike.

For Blue Latitudes, the advantages to using waterproof menu paper go beyond the cost savings. Owner Jeff Roemer likes that it's cleanable, wipeable, of a heavier stock than normal paper and it doesn't tear. He especially likes that he gets much more life out of the menus.

In the past, when Blue Latitudes used standard paper for their drink menus, they experienced issues. Now, they use 8.5" x 11" sheets of 7.7 mil REVLAR paper, which they print and then cut to 4.25" x 11" menus. Jeff explains:

“ We always used paper that we would print here onsite. Invariably splashes of drinks and food get on the menus and have to be changed out every time. So not only was there a printing cost, but our staff was regularly in a panic looking for new paper menus because of the damage. But REVLAR is durable and, therefore, so much easier to maintain. It's a lot less overhead.”

# REVLAR from RELYCO.

## The perfect combination.

REVLAR is available from RELYCO, which stands for “the company you can rely on.” It’s about products that perform and people you can trust. We firmly believe reliability is the foundation for trust, so not only do we stand 100% behind our products, but we also stand behind you, offering the support and product availability you demand, without fail.

**Call anytime and talk to real people. Get free samples for testing and trials. Be confident with our world-class service and product guarantee.**