

SOLUTIONS FOR **GROCERY / SUPERMARKET**



The small things can make a **big** difference.



RELYCO
WILDLY RELIABLE

relyco.com



The grocery business is a tough business. **But there are new ways to win.**

The grocery business is getting more challenging by the day. You're dealing with the most competitive and complex environment the industry has possibly ever seen. We believe this challenge amplifies three important needs you have:

- The need to continuously improve the shopping experience.
- The pressure to reduce costs at every turn.
- The need to maintain brand continuity through all messaging.

It might seem trivial, but part of the answer may actually be in how you produce your in-store signage and promotional materials. Both large and small grocers are discovering it can offer a visible difference in customer retention and profitability.

“60% or more of what consumers buy wasn’t even on their list. POP is extremely important.”

According to the Food Marketing Institute
and the Point-of-Purchase Advertising Institute



Your existing signage may be a problem.

If you're using regular paper for your signage and promotional materials, it may actually be damaging your reputation. Paper doesn't always stand up to the rigors of daily use. It degrades quickly, especially in the areas that mean the most, such as your produce, deli, meat, seafood and prepared foods sections. It's a domino effect: a poor impression with signage can impact the shopper's overall impression of your store.

In addition, in cases where laminated paper is used, the cost of the equipment, supplies and labor may be stealing hard-earned money from your bottom line. And maybe you didn't realize it, but laminated paper isn't always moisture proof either.

Synthetic paper overcomes these issues. It allows you to stretch your creativity with interesting, outside-the-box designs not possible with regular paper. It's durable, waterproof, tear-proof, fade-resistant, high and low temperature compatible, printable and recyclable.



Synthetic paper offers a competitive advantage.

Synthetic paper helps you deliver a more upscale look at a lower overall cost than other options. It looks as good on day 30 as it did on day one. It's also washable and cleanable, making it hygienic and sanitary. There are synthetic options that are FDA compliant as a food contact substance (FCS), making it a perfect solution for deli counters/stations where signs are nestled in and amongst the prepared food, seafood and meat.

With all considered, synthetic paper is not only a cost saver; it can be a revenue generator as well. Most users report that, used in the right ways, it has actually been an important contributor to shopper loyalty – helping not only to convey information, but also to enhance the store brand.

REVLAR is the grocers' choice.

Your best bet is REVLAR. It's our synthetic paper that has been optimized for – and proven in – grocery applications. It is easy-to-print and easy-to-maintain. And it can save you money over traditional options. These types of savings can add up within each of your stores and across your operation.

What makes REVLAR different?

Aesthetics

It improves the look and feel of your signage

- Holds toner extremely well
- Cleaner, high end look
- Less “plasticity”
- No glare like laminated signs

Durability

It stands up to diverse project needs

- “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 signage.

In grocery stores, REVLAR is also often used for printed pieces such as loyalty cards, labels, tags, manuals, recipe cards and in-store menus. It is also perfect when creating outdoor signage for seasonal displays and items. Consider other RELYCO media for the following:

Shelf Talkers & Markers

Shelf Talkers are designed to grab the attention of shoppers. These POP attention-getters are perfect for highlighting featured products and boosting sales.

Recipe Cards

Recipe cards produced with REVLAR synthetic paper and made available with certain foods help you establish a deeper connection with shoppers.

Mailers

Specialty media provides a superior advantage over traditional direct-mail paper, helping your mailings get opened and read. We have options for single-piece mailings as well as multi-piece inserts. We can also provide the form/envelope outer shell the equipment to recognize and process variable direct-mail pieces at a high rate of speed. Ask us about our ULTRASEAL Pressure Seal Forms and DURASEAL Envelopes.

Window Clings

There's plenty of ways to drive more customers into your store, but one of the easiest and most effective options is to invest in window clings. With their enticing, full color imagery, window graphics transform your storefront, helping you attract customers and drive revenue through your doors. Yup, we've got a REVLAR product for that.

Loyalty/Reward Cards

Our loyalty/reward card solutions are available in a range of styles, sizes and materials. Simply choose the card that meets the quality, durability and cost requirements for your unique project. Ask us about our EZ-Card, Plastic ID Cards and Custom ID & Membership Cards.

The image shows the exterior of a Community Food Co-op building. The sign on the building reads "Community FOOD CO OP" and "Bellingham's Natural Grocer". The building has a tiled roof and several windows. The image is overlaid with an orange tint.

Typical customer results. The savings add up.

The Community Food Co-op is a natural grocer that began using REVLAR for signage several years ago. Prior to becoming our customer, they were using laminated card stock, which presented some cost and time challenges:

“Laminating a typical piece of cardstock cost about \$1.17 per sheet for the lamination alone; the REVLAR plus toner is as much as \$0.20 less per sheet. This is in addition to the time our team members save on sign production,”

Explains Melissa Elkins, the Co-op’s Sustainability Program Coordinator.

Previously, with lamination, the Co-op had a two-step process to laminate each sign:

“To ensure the longest life for the finished product, we created our laminated signage in a two-step process,”

Says Habiba Sial, the Community Food Co-op’s graphic designer.

“We designed, printed and cut each individual sign, then laminated them and trimmed them again...the lamination process took time away from other more important tasks.”

With REVLAR, the signs only need to be cut once, which reduces staff labor time and makes the process much easier. The savings really add up.

Consider the source. RELYCO is here to help you.

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.