

# Menu Paper at Blue Latitudes Can Handle a Spill (Or Several)

Blue Latitudes is a restaurant that offers modern American cuisine. They are located in a restored mill building in Dover, New Hampshire.

## Neighbors Become Friends

Twelve years ago, RELYCO was located on the floor directly above where the restaurant was moving in and getting started. According to Blue Latitudes owner Jeff Roemer, RELYCO owner Mike Steinberg was not shy about meeting his new neighbors. He stopped in to say hello, as did other RELYCO employees. As time went on, Steinberg and Roemer became good friends. Eight years ago, their friendship further evolved when they co-created an annual Thanksgiving Celebration for people in the community who might not otherwise have the opportunity to enjoy a traditional meal. As the friendship between the two men grew, so has the relationship between RELYCO and Blue Latitudes. It makes perfect sense that when Roemer wanted to move away from traditional paper for his drink menus, he turned to RELYCO.

## The Benefits of Waterproof Menu Paper

In the past, Blue Latitudes used standard paper for their drink menus and they ran into problems. Now, they use 8.5" x 11" sheets of 7.7 mil RELYCO waterproof paper, which they print and then cut to 4.25" x 11" menus. Roemer explains,

*"We always used paper and I would print it here. Invariably splashes of drinks and food get on the menus. Obviously they have to be changed out every time. So there's a printing cost and our staff was in a panic coming in to see me to get new stuff printed because of the damage. But with this [REVLAR], it's a durable product. So it's much easier to maintain. It's a lot less overhead."*

Jeff Roemer / Owner

For Blue Latitudes, the advantages to using waterproof menu paper go beyond the cost savings. Roemer also likes that it's cleanable, wipeable, of a heavier stock than normal paper and it doesn't tear. They are able to get much more life out of the menus.



## Ability To Print In-House

Roemer also appreciates that he can continue print his menus in-house. He has been particularly impressed with how the menus print. Roemer comments, "It [REVLAR] takes the color great. It's easy to work with. You know I don't have the highest end laser printer here, and it goes through there without any problem."

Blue Latitudes prints menus once or twice a month, depending on the season and how often they're rolling out new specials. They don't have big printing needs, so being able to do it on site helps keep costs down and provides flexibility.

