

Relyco® Customer Story: The Angler's Boutique Resort

THE ANGLER'S

BOUTIQUE RESORT
SOUTH BEACH



Luxury Hotel Discovers a Multitude of Applications for REVLAR™ Waterproof Paper

Located in South Beach in Miami, Florida, in the heart of the historic art deco district, The Angler's Boutique Resort is a 45 room, luxury hotel. Made up of two 1930s buildings in the Spanish Mediterranean style—the original Angler's Hotel—and two new structures designed in the Miami Modern style, The Angler's offers guests unique accommodations in a lushly landscaped environment.

In addition to its guest studios and suites, the boutique hotel offers an award-winning restaurant, 660 at The Angler's, which promises to transport guests from South Beach “to the delicious regions of Europe.”

Given south Florida's humidity and the spills that are common in any restaurant, The Angler's General Manager Karen Brown found that she needed to frequently replace the mini menus and special event menus used in the hotel's full-service restaurant. She learned of waterproof paper, found Relyco on the web and sent an inquiry. “A representative from Relyco contacted me right away,” Brown notes. “She asked about my requirements, explained the range of applications for waterproof paper, and then sent me samples of Relyco's REVLAR in various thicknesses so that I could find the one that would be best for our needs and would work effectively in our printer.”

Once she used REVLAR for the first time, Brown was hooked. “We've found dozens of applications for the paper beyond menus and table tents in our restaurant,” Brown says. “We use it for signage in our elevators, at the front desk, by the pool and in our public rest rooms. There's no need for a frame, and the presentation is clear and neat. Most importantly, it is long lasting. For example, our mini menus are handled frequently and were easily destroyed. Since we've started using REVLAR, we replace our menus only when items change. Our menus are still handled frequently—maybe more so because REVLAR is so unusual that people want to touch it—but now our menus can stand up to any abuse.”

AT A GLANCE

CUSTOMER:

The Angler's Boutique Resort

INDUSTRY:

Hospitality

RELYCO PRODUCTS

REVLAR Waterproof Laser Paper

WEBSITE

www.theanglersresort.com

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"Hospitality is a service-driven industry and The Angler's is an establishment committed to providing superior service, so I understand and appreciate the value of good service. Relyco is an easy company to do business with. Everyone I've worked with has been responsive and focused on meeting my needs. I haven't placed particularly large orders, yet I'm treated as if my order is the most important, and that means something to me."

Karen Brown

General Manager – The Angler's Boutique Resort

Brown notes that while the initial investment in REVLAR may be slightly higher than for traditional paper, the product pays for itself. "REVLAR is so easy to use, and we can print the quantities we need using our own printer," Brown says. "There is no need for expensive lamination, and REVLAR's longevity makes it very cost effective."

Brown didn't consider other vendors before she chose Relyco, and she explains that she wouldn't think of changing vendors now. "Hospitality is a service-driven industry and The Angler's is an establishment committed to providing superior service, so I understand and appreciate the value of good service," Brown concludes. "Relyco is an easy company to do business with. Everyone I've worked with has been responsive and focused on meeting my needs. I haven't placed particularly large orders, yet I'm treated as if my order is the most important, and that means something to me."

For More Information

For more than two decades, Relyco has been a leading provider of dedicated print and payment consulting services and dependable, guaranteed business printing solutions to more than 10,000 satisfied customers worldwide. Relyco's industry-leading expertise in fraud prevention strategies, including ANSI board membership, a focus on innovative forms technologies, and a commitment to superior, highly responsive service ensure customers always benefit from the best solution available, protecting documents while improving business productivity and efficiency.

To learn more about Relyco products and services, call 1-800-777-7359, email info@relyco.com, or visit us on the web at www.relyco.com

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