

Relyco® Customer Story: ADzif



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Pierre Pare

Co-Owner – ADzif

AT A GLANCE

CUSTOMER:

ADzif

INDUSTRY:

Manufacturing

RELYCO PRODUCTS

REVLAR Waterproof Paper

WEBSITE

www.adzif.ca/en

Manufacturer of Unique Artwork Creates Durable, High-quality, In-store Catalog with REVLAR™ from Relyco

Founded in 2007 with the goal of providing visual artwork at a reasonable price, ADzif manufactures and distributes innovative, decorative mural products. An alternative to traditional interior decoration, ADzif's wall, door, and window ornaments are manufactured from self-adhesive vinyl film that relies on a unique adhesive that makes them easy to install and remove.

From its Montreal studios, ADzif partners with local and international artists, illustrators, and photographers to offer complete collection of designs—including photographs, words and phrases, and other graphics for adults, teens, and young children. ADzif distributes its products through large retailers, smaller independent stores, and individual designers across North America, as well as through the company website.

To better serve the customers of Canadian home-improvement retailer RONA, ADzif sought to create an in-store catalog that would feature the decals and stickers sold exclusively in RONA under the brand name **MUR/MUR**. "RONA is a large distributor with hundreds of stores and thousands of customers," explains Pierre Pare, co-founder of ADzif. "To highlight our product offerings effectively and to help customers visualize how they could use our products in their own homes, we needed to print our catalog on durable, heavy-weight, tear-resistant paper. After researching a number of options, I found the Relyco website. We requested samples and chose REVLAR from Relyco for our specialized catalog project."

Since ADzif's MUR/MUR catalog would be displayed in a specially designed rack in each store, the durability and thickness of the paper was Pare's primary criteria in selecting REVLAR. "Our products are of high quality," Pare says, "and we wanted a presentation that was of an equal quality. Other vendors offered durable paper, but only REVLAR from Relyco was available in the heavier weight we preferred, while being durable enough to withstand frequent use."

It was also important that ADzif could print and assemble the catalogs in house, and Pare notes that REVLAR works smoothly with the company's printers and that the print quality of the finished product is excellent, ensuring that customers have a clear view of the products and their applications. "REVLAR is very easy to work with, and the finished product meets our exacting standards. The new catalogs have only been in stores for a short time, but we expect positive results," Pare says. "We also found that Relyco's pricing was very competitive, and the service we've received from the company has been excellent."

In the future, Pare plans to use REVLAR for another catalog project that will depict a more exclusive line of ADzif products available only from interior designers and design boutiques. Designed to resemble a "flip book" commonly used to view paint swatches, this smaller 2" x 6" catalog will feature images of the ADzif collection and be bound with a single ring to ensure ease of use.

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

