

# Atlantic Grill Loves the Look, Feel and Ease of Waterproof Menus

Atlantic Grill is situated in the coastal community of Rye, New Hampshire. They've been in business for three years and they specialize in fresh seafood and traditional fare with a creative twist. The restaurant is located just minutes from Rye's beautiful sandy beaches.

The restaurant is open year-round, but because they are located in a seasonal community, they receive an influx of customers during the summer months. Their hours expand and they begin to offer both lunch and dinner 7 days per week. As the number of patrons increases, the need for durable menus becomes even more critical.

For Atlantic Grill, their interest in waterproof menus originated for both aesthetic and practical reasons.

*"We didn't like the look of paper menus in plastic sleeves. That's what we had when we first opened. We wanted something that was just a little more different. We needed something durable, that didn't need additional protection. We wanted something that could handle a lot of use, especially in the summer when we have a high volume of customers."*

Becky Donovan / General Manager

The owners, Peter and Michael Labrie, are two brothers who grew up in Rye. They first established The River House, which is a restaurant located in the heart of downtown Portsmouth. For their second restaurant, they decided to return to their hometown. One of their biggest goals is to source their products locally. Much of what is served - from the seafood to the vegetables and beer - is from local companies. When researching durable menus, Michael Labrie discovered RELYCO. He made the decision to work with RELYCO because we're a New Hampshire company.

## Cleanability is key

When asked what they like about the menus beyond the durability and working with a local company, Donovan commented, "The ease for the staff to clean them. It's super



easy to just sanitize them. Wipe them. Done. There are no crevices or anything like that. Very easy to clean. We use a house sanitizer, it's a basic all-purpose cleaner."

## Durability reduces reprinting

The restaurant is also pleased with the convenience of printing their own menus. They use an HP Laserjet 400 printer to print on 7.7 mil REVLAR waterproof paper. Donovan indicated that the need to reprint is infrequent, "They last a while. I try not print more than four times per year. We do two menus each year. Sometimes, like in the middle of summer, people will steal them, they'll get thrown away by accident, you know, things just happen. So we'll have to print more. It's very rare that we have to replace them from damage. The only thing that will happen sometimes is that kids will think they're for coloring. But luckily we have coloring books now for the kids!"



REVLAR is a good fit for Atlantic Grill in several ways: it maintains their management's preference to purchase products from a local company while also fulfilling their operational needs for cleanable, printable and durable menus. The aesthetics can't be discounted either; Atlantic Grill is much happier with the look and feel of REVLAR.



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