

SUCCESS STORY

ELEGANT FOOD TAGS HIGHLIGHT BUFFETS OF INTERCONTINENTAL® HOTEL IN CHINA

InterContinental® Group is the world's largest hotel group with more than 5,400 hotels in 100 countries. The buffets need to reflect the high standard of a luxury brand. The InterContinental® Beijing was quickly convinced of the elegant style and durability of plastic food tags created and printed with the Edikio solution.

The buffet consists of approximately 300 hot and cold dishes, salads, desserts, fruits and beverages. Previously, InterContinental® Beijing used laminated paper tags. Although the cost was relatively low, the food tags didn't project the image of an international luxury hotel brand. Prealway Beijing, the Evolis distributor specializing in retail equipment, presented the Edikio solution to Ms. Li Huirong, Food & Beverage Manager of InterContinental® Beijing. The solution is comprised of an Edikio printer, card design software and blank cards.

Ms. Li Huirong immediately liked the elegant card designs that Edikio software was able to create, the durability and hygiene of plastic cards and the convenience of the instant printing. Since the spring of 2018, more than 300 buffet tags with an elegant black matt finish have been created and printed for the breakfast buffet.

FOOD TAGS REFLECTING A FIVE-STAR STANDARD

Every buffet tag displays the food category, allergen information and the Chinese and English dish name to meet the requirements of Chinese and international clients. Ms. Li Huirong comments, "Edikio meets our requirements appearance and hygiene standards perfectly. The cards' uniform, elegant design increases the attractiveness of our buffet and reflects the image of a five-star hotel. The cards are waterproof and moisture-resistant. We are extremely satisfied with the clarity of information displayed."

The allergen information is represented through pictograms included in the software so that clients can quickly decipher if the dish contains an ingredient that they are allergic to. InterContinental® Beijing also plans to use Edikio to issue food tags for its lunch and dinner buffets - adding about 30 additional food tags every month.



- **CHALLENGE**
Food tags for hotel buffets
- **MARKET**
Hospitality
- **APPLICATIONS**
Food tag
- **EVOLIS SOLUTION**
Edikio Flex

“Personalized food tags with a uniform design increase the attractiveness of our buffet. We are extremely satisfied with the high clarity of information displayed.”



Ms. Li Huirong, Food & Beverage Manager
InterContinental® Hotel, Beijing



TESTIMONY

Wang Bin, General Manager of Beijing Prealway Technology Co., Ltd.



WHY DID YOU CHOOSE EVOLIS PRODUCTS?

The continuous innovation in Evolis products allows for more business opportunities and enables us to recommend diversified products to clients.

WHAT IS THE MOST IMPORTANT BENEFIT OF THE EDIKIO LABELING SOLUTION?

The solution has powerful card design software and is known for its reliable performance.

HOW DO YOU LIKE WORKING WITH EVOLIS?

Evolis is a trustworthy, serious business partner that will always find an appropriate solution to satisfy our customers.

ABOUT EDIKIO

Edikio solutions are all-in-one solutions dedicated to food professionals for food labeling on plastic cards.

Edikio solutions are comprised of a card printer, card management & design software, a print ribbon and blank plastic cards. Edikio enables the user to print quickly and independently on plastic cards. Food tags can thus be created individually or in batches - any time and any location. The printer operates just as easily as an office printer.

Evolis offers several solutions adapted to the needs of all food professionals.

The solution used at InterContinental® Beijing is **Edikio Flex**:

Edikio Flex is the flexible and compact solution for single-sided card printing in long format (120 x 50 mm and 150 x 50 mm) as well as credit card format to fit different display needs.

Edikio Flex can print up to 370 cards per hour in monochrome and 140 cards per hour in color.

INTUITIVE AND INNOVATIVE SOFTWARE

The included software has been specially designed to meet all the needs of food professionals. It is simple to use, customizable and provides a large choice of card templates as well as a library of 300 icons for the display of allergens, food symbols, and much more.