



# CHOOSE LABELING THAT REFLECTS YOUR IMAGE!

Edikio Guest Business Solutions



# EXISTING LABELING SOLUTIONS

## 1. No labeling



- Service is perceived as less professional
- Guests do not have information
- Foreigners may not understand the buffet offering
- Buffet is less attractive, the quality of products is not highlighted

## 2. Paper tags (with or without lamination)



- Look unprofessional, not elegant, not suited to luxury establishments
- Complicated and time consuming to produce: many steps required (cutting, laminating), high labor cost included in the total cost
- Get dirty quickly, not waterproof, and difficult to clean
- Short lifespan

# EXISTING LABELING SOLUTIONS

## 3. Handwritten signage



- Tags not visually consistent
- Tags do not comply with the corporate branding guidelines
- Not an elegant look, not suited to luxury establishments
- Harder to read
- Requires more space for less information

## 4. Engraved tags



- No independence to create a new tag, update, or replace an existing tag that was lost (or need to source duplicates of all tags).
- Lack of flexibility: dependence on supplier, long delivery delays
- High cost per tag
- Difficult to find a supplier, limited choice on the market

# HOSPITALITY GUESTS' EXPECTATIONS

- **Food plays an important role** in the travel experience
- **A buffet** is one of the most important services and a **reference point of satisfaction (or dissatisfaction) for guests.**
- The quality of the food service **influences** whether guests choose to stay at an establishment again

## **Your guests have high expectations:**

- They expect clear information throughout their stay
- They want to know exactly what is on offer before choosing
- They want a fluid service and don't like waiting
- They're looking for personalized offerings and services
- They expect a high-quality experience throughout their stay



→ **Personalization solutions give considerable added value to meeting guests' expectations**



## A NEW CONCEPT FOR LABELING





# EDIKIO GUEST SOLUTION

A new labeling solution **dedicated to hospitality and food service professionals**, allowing them to create, personalize, and print various types of tags on plastic cards.



For your buffets and more...  
**Choose labeling that reflects  
your image!**

# MAIN ADVANTAGES

**The personalized plastic card labeling solution is perfectly suited to hospitality and food service professionals** as it meets professional expectations:



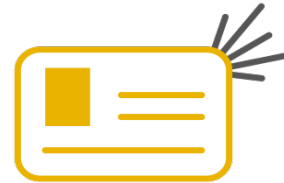
BRAND  
IMAGE



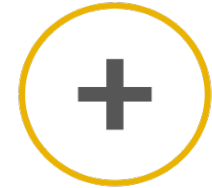
GUEST  
INFORMATION



HYGIENIC &  
HIGH QUALITY



PRINT  
ON-DEMAND



ADDITIONAL USES



# MAIN ADVANTAGES

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## ATTRACTIVE & PROFESSIONAL TAGS

Enhance your buffets with attractive, readable, and professional labels.





# MAIN ADVANTAGES

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## ACHIEVE BRAND CONSISTENCY

Personalized plastic cards are a real marketing tool to strengthen your brand image.  
Give your company a consistent look, across all your establishments.

Add your logo



Choose your font

# MAIN ADVANTAGES

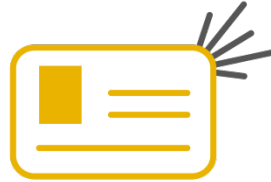


## RESPOND TO YOUR CUSTOMERS' NEED FOR INFORMATION

Display clear information in one or more languages and meet regulatory requirements.



# MAIN ADVANTAGES



## FLEXIBILITY: PRINT YOUR TAGS ON DEMAND

Quickly and easily create a new tag for a new meal, event, special guests, etc.



# MAIN ADVANTAGES

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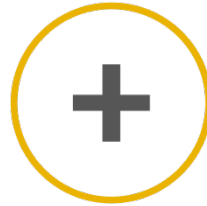
## **HYGIENIC AND HIGH-QUALITY SOLUTION**

Plastic tags are easy to clean, suited to food environments, and long-lasting.

PVC is the ideal material, as it is durable and suited to both cold and damp environments.

Wash your printed cards using clean cold water and a lint-free cloth. In a few seconds, the card is clean and ready to be reused.

# MAIN ADVANTAGES



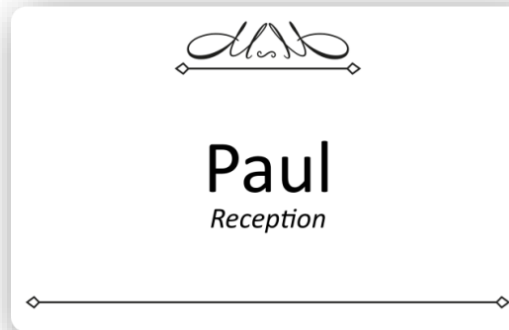
## ADDITIONAL USES

Benefit from the solution to create customized cards to enhance your offerings.  
For example:

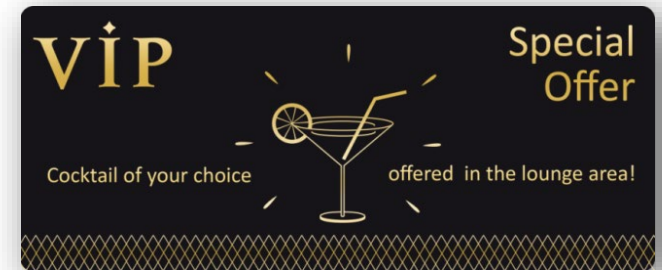
**Personalized business event cards**



**Employee name tag**



**Promotional card**





# EDIKIO GUEST SOLUTION

**The all-in-one solution to create, personalize, and print your food tags on plastic cards, and much more.**



- **EASY TO USE**
- **ALL-IN-ONE SOLUTION**
- **DESIGNED FOR PROFESSIONALS\***

\* Detailed information and list of references available at [www.edikio.com/food-contact-compliance](http://www.edikio.com/food-contact-compliance)



# EDIKIO GUEST RANGE

The range is made up of two all-in-one labeling solutions designed for hospitality and food service establishments:

## EDIKIO GUEST - ACCESS SOLUTION

The affordable solution for printing your tags on plastic cards



- Edikio Access card printer,
- Edikio Guest software, Start version
- 100 standard black cards
- 1 white ribbon for 500 prints

## EDIKIO GUEST - FLEX SOLUTION

The flexible solution for printing all your tags on standard or long plastic cards

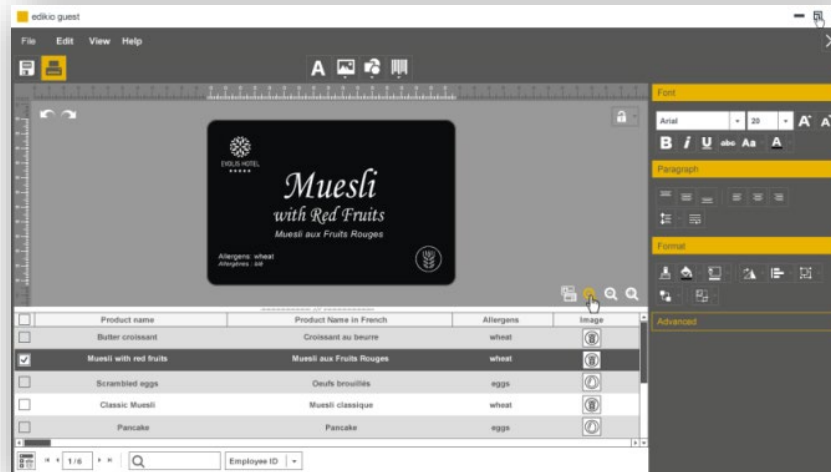


- Edikio Flex card printer
- Edikio Guest software, Plus version
- 100 standard black cards and 100 long black cards 50x150 mm
- 1 white ribbon for 1,000 prints

**NB: with Edikio Guest Flex solution, a wide choice of cards and ribbons (monochrome and color) is available.**

# EDIKIO GUEST DEDICATED SOFTWARE

Create, print, and manage all cards for your guests using the same software.



**Aimed at beginners, the software is very easy to use**

A straightforward software, with a wizard to assist you during card creation.

**The software is designed specifically for your guest services**

It includes a large choice of content suited to your activity (buffet tags, but also event cards, promotional cards, luggage tags, VIP cards, employee badges, etc.) so you can create elegant cards and displays.




# EDIKIO GUEST DEDICATED SOFTWARE

**Wide choice of suitable and customizable content:** Embedded icon library with more than 350 icons and a rich document template library for buffet tags, as well as other applications.



# EDIKIO GUEST SOFTWARE SPECIFICATIONS

We offer two software editions designed for different needs.

	Edikio Guest Start edition	Edikio Guest Plus edition
<b>Extensive library of templates for buffet tags and other cards</b>	Yes	Yes
<b>350+ images library</b>	Yes	Yes
 <b>Lock your card layout in order to prevent modifications</b>	Lock <u>without</u> password	Lock <u>with</u> password
 <b>Import information from an MS Excel file</b>	Yes	Yes
<b>Reuse database information from another document made with Edikio Guest</b>		Yes
 <b>Manage duplicates when re-importing database information into Edikio Guest</b>		Yes
<b>Print dual-sided cards manually with help from the software</b>		Yes

**NB:** You can benefit from more features when you purchase an upgrade from Start to Plus version.



# HOW TO CHOOSE MY EDIKIO GUEST SOLUTION?

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## Choose Edikio Guest Access if:

- Black or white monochrome printing suits all your needs
- You want to print on standard cards only (credit card format)
- You only need to print cards occasionally

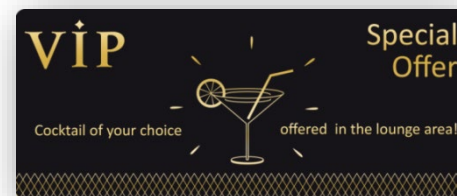
## Choose Edikio Guest Flex if:

- You need to print in color
- You need to print on long cards
- You need a faster printer with a higher capacity
- You need edge-to-edge printing
- You need to print cards regularly or every day

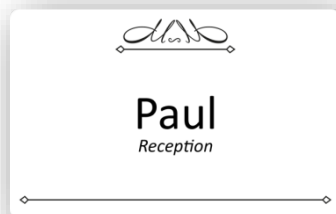
# CONSUMABLES RANGE

Evolis offers a complete range of **Evolis High Trust®** consumables, giving you different ways to enhance your establishment's image and service offering.

Standard\* and long format\*\* black cards with matt finish, printed with monochrome ribbons (white, gold, or silver)



Standard\* white cards printed with monochrome ribbons (black, gold, silver, red, blue, or green) or with full color ribbons



\*Standard cards: credit card format 54x86 mm, available for all Edikio Guest solutions

\*\*Long format: 2 card formats of 50x120 mm and 50x150 mm, only available with Edikio Guest Flex solution

# PRESENTATION OF THE TAGS

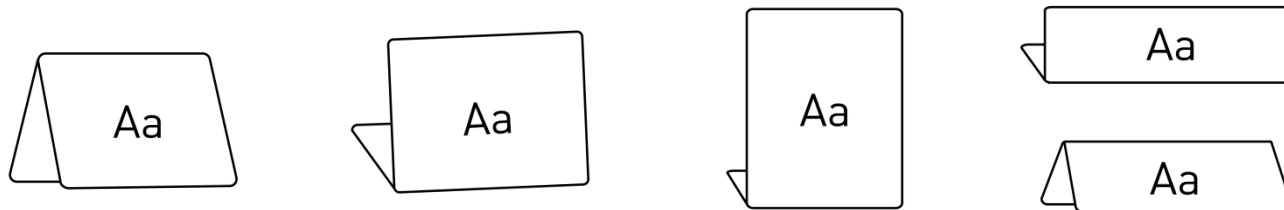
## Accessories offering

The Edikio Guest range includes several holders for the tags. Stable and high-quality, in metal or in plastic, they are suited to many buffet configurations.



## Fold your cards

There are various ways to manually bend plastic cards:



# REFERENCES

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Several chains and establishments are already using our business solutions

- **Marriott Hotel** Nagoya (Japan)
- **Hilton hotel Osaka** (Japan)
- **Sheraton Hotel** Seoul D Cube (South Korea)
- **Hotel Intercontinental** Beijing (China)
- **Shangri-La Shanghai** (China)
- **Westin Qingdao** (China)
- **Crowne Plaza Zhangjiakou** (China)
- **Scandic Hotel Chain** (Norway)
- **Taj Mahal Palace** (India)
- **Cubo Hotel** (Slovenia)
- **Paseo Del Arte Hotel** (Spain)
- **Van Der Valk Hotels** (Netherlands)
- **Barrière Hotel Chain** (France)
- **Colorline** Cruises (Norway)

# ILLUSTRATIVE PICTURES IN SITU





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More information on [www.edikio.com](http://www.edikio.com)

