

Food tags for superior guest experience at the Marina Mandarin Singapore hotel

► CHALLENGE	Streamline and optimize the issuance of food tags
► MARKET	Hospitality
► APPLICATION	Food tag
► EVOLIS SOLUTION	Zenius card printer

In the hospitality industry, and more specifically in high-end luxury hospitality, catering services play a critical role in engaging with guests. In Asia, hospitality services are constantly raising the bar in their quest for excellence, and hotels pay close attention to how food is presented to their guests: an eye-catching and brilliant layout is always a priority, especially for the buffet line. The Marina Mandarin Singapore, a 5-star hotel, leverages on the efficiency of the Zenius card printer from Evolis for food tags at the café's buffet.

At the café, new dishes are introduced and regularly renewed during certain seasons and festivals such as Christmas and Chinese New Year, or when new dishes are created for a specific event. It proved to be quite a challenge to update information efficiently and on the spot, so that each dish in the food and delicatessen selection could be appropriately christened using tags. Lee Beng Khoo, Director of Food & Beverage, Marina Mandarin Singapore, met Evolis at the Office Expo Asia tradeshow held in the city. This led to a session at the hotel premises where Evolis demonstrated how easy it was to deliver and update price tags. But beyond price tags, other applications can also be supported, and Lee Beng Khoo saw tremendous value in the solution which could be customized to print food labels for the buffet. "After an internal procurement approval that took around three months, a Zenius card printer was installed at the hotel facility. The

restaurant staff quickly moved into top gear to proficiently use this printer, as very little training was involved. Operating the printer is very easy which is helpful in any catering environment where staff turnover is usually high", explains Lee Beng Khoo.

A very professional design

The hotel management sees this printer as a flexible and innovative solution for changing or updating food tags on demand. This is achieved by simply adding or changing a name on a tag template. The saving in time is significant, as updating around 25 tags is carried out in a matter of minutes. Names are printed on black cards using white ribbons, for tags that fully comply with the food industry's requirements of hygiene. "With premium printing quality, the Zenius card printer makes our food tags stand apart with a very professional look and feel. And our restaurant staff find it so easy to carry out tag updates and issuance", points out Lee Beng Khoo.



The Marina Mandarin Singapore

The Marina Mandarin Singapore, one of the hotels under the Meritus Hotels & Resorts Group, offers 575 spacious guestrooms and suites. Founded in the late 1960s, the Group has established itself as a widely acclaimed hospitality brand. The hotel group is based in Singapore and operates luxury hotels in Singapore and Malaysia. An award-winning 5 star hotel in the heart of the Marina Bay City, Marina Mandarin Singapore offers top value with breathtaking views over the Marina Bay and the financial district. In addition, this Group's flagship resort features 3 restaurants, a lounge, a café, an outdoor swimming pool and a dedicated spa facility.



Evolis has designed a smart and all-in-one solution to print quality tags and labels on plastic cards, and on demand. This packaged solution combines a card printer – Evolis Zenius for single-sided printing, or Evolis Primacy for dual-sided printing – with user-friendly card-design software, as well as printing ribbons and blank plastic cards that serve as tags. Zenius and Primacy are speedy printers: the monochrome or color personalization of a tag is carried out in less than 10 seconds. Their sleek design, compact size and low decibel levels make these printers the perfect match for any corporate environment. Card design software is shipped standard with the printers to help in personalizing and designing templates for the cards.

Leveraging a true hassle-free process, the solution proves to be a boon for printing cards autonomously. It also turns out to be a real time saver, and encourages strong responsiveness in managing tags, in particular food tags. Besides a boost in brand and product image, food tags provide a host of valuable assets for any hotel.

The black plastic cards and white ribbons are certified and support the requirements of the food and catering industry. Cards are durable, and are able to withstand humidity in fresh food aisles. In addition, the tag's smooth surface can be washed easily, which is considered as a very hygienic option.



TESTIMONY

Mr Lee Beng Khoon - Director of Food & Beverage, Marina Mandarin Singapore



Why did you choose Evolis?

We discovered Evolis products at the Office Expo Asia tradeshow in Singapore in July 2014. A demo session for various key stakeholders was arranged at the hotel shortly thereafter, to demonstrate issuance of price tags. We were immediately convinced: we were looking at the right solution for our café's buffet! We also knew about Evolis' reputation quality-wise, and that they had the proven experience for our application.

Are you satisfied with the implemented solution? What are your advantage?

The food tags can be changed and updated in a snap and on demand. Because of its intuitive and easy-to-use software, the food tags can be printed by the restaurant staff by simply changing the name of a dish on the template. This way, the look-and-feel remains consistent, while our staff need not undergo heavy and cumbersome training, nor be proficient in graphic design. This is the perfect fit for catering environments where staff turnover is high.

Furthermore, the Zenius card printer allows us to issue high-quality tags, with a professional, appealing and consistent design.

How did the printer requirement match the requirements of the project?

The ease of use and the low investment costs simplified the implementation of the printer at the café: As desktop printers, Evolis printers are easy to use and operate. And the other advantage is that there was no need to change the existing IT infrastructure serving the café.

More information: www.meritushotels.com