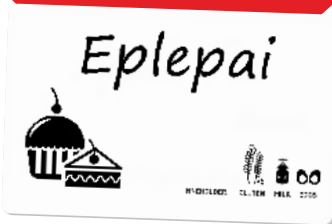


# SUCCESS STORY



## SCANDIC HOTELS ISSUE EFFICIENTLY SMART FOOD TAGS ON PLASTIC CARDS

Scandic Hotels is the largest Nordic hotel operator and always on the cutting edge of innovations, sustainability and customer experiences. The Food & Beverage director in Norway was rapidly convinced of the new food tag solution offered by Evolis.

When the new EU regulation on food information to consumers came into force at the end of 2014, the Norwegian Evolis distributor BUYSEC AS proposed the new all-in-one Price Tag solution from Evolis to major Norwegian hotels and leisure companies. The Food & Beverage director at Scandic Norway, Morten Malting, saw that not only would the Evolis solution voluntarily comply with EU regulations and the general philosophy of Scandic Hotels, but also make huge time savings for his staff and clear signage for the guests. Prior to this, each Scandic restaurant printed the food labels for their buffets on paper with the consequence that they were difficult to clean and did not last very long.

- **CHALLENGE**  
Efficient food labeling for hotel buffets
- **MARKET**  
Hospitality
- **APPLICATIONS**  
Food label
- **EVOLIS SOLUTION**  
Zenius

## MORE FLEXIBILITY WITH INSTANTLY PRINTED FOOD TAGS

In total, 70 Evolis solutions were purchased to equip each Scandic hotel Norway, including a Zenius printer, card design software cardPresso, blank plastic cards and printing ribbons.

Several hundreds of food tags are issued each week showing the name of the dish, the ingredients and allergens. For hot dishes, the text is printed in black on white cards, for the cold food black cards are printed with white text. Morten Malting explains: "The system from Evolis enables us to print very quickly esthetically-pleasing and hygienic food labels. BUYSEC followed the progress of the project very closely and was very responsive to our needs."

For the breakfast buffet, different card designs are prepared centrally with the software cardPresso then send to all 70 hotels to be printed locally using the Evolis printer. For the lunch buffet, the hotels design and print themselves every day new food labels on site.



**“ The Evolis system enables us to print very quickly esthetically-pleasing and hygienic food labels. ”**

Morten Malting, Food and Beverage Director at Scandic Hotels Norway



# Scandic

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## Scandic Hotels

Scandic, founded in 1963, is the largest Nordic hotel operator with a network of 230 hotels in seven countries and almost 9000 employees. It was at Scandic that the “hang up your towel” idea was born, a concept that is now the standard in hotels around the world. Scandic’s ambition is to become one of the world’s most remarkable hotel chains.

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

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## TESTIMONY

Hans Tommy Wilhelmsen - CEO of BUYSEC AS

### WHY DID YOU CHOOSE TO WORK WITH EVOLIS?

We have been working with Evolis since 2003. Our first projects together were access control badges for sport events. Since then, we have been developing various markets in Norway for which Evolis printers can be used: loyalty cards, price and food tags, student cards, membership cards, employee badges, access control badges...

### WHAT ARE THE TECHNICAL ADVANTAGES OFFERED BY THE SYSTEMS FROM EVOLIS?

Evolis’ products are solid, reliable and innovative and the company supports BUYSEC very well in every project to fulfill the specifications and expectations from our customers.

### HOW DO YOU SEE THE PARTNERSHIP WITH EVOLIS?

BUYSEC is a certified distribution partner of Evolis. To be able to compete in the market we have to offer perfect skills on the sales and the technical side.

Evolis has the same philosophy when it comes to being flexible and responsive to meet the specific needs of customers. Their products fit perfectly our strategy to provide complete printing and encoding solutions.

## EDIKIO - THREE NEW PRICE TAG SOLUTIONS

In March 2017, Evolis has launched three new all-in-one solutions for price labeling on plastic cards that meet the diverse needs of small, independent food retailers up to large retail outlets. All Edikio solutions are comprised of card design software, a card printer, blank plastic cards and a print ribbon, enabling cards to be printed quickly and independently onto a plastic card. Price tags can thus be created at any time, directly at the point of sale, individually or in batches.

Evolis offers three solutions adapted to the needs of all food retailers:

**Edikio Access**, the affordable solution for single-sided card printing in credit card format for small volumes.

**Edikio Flex**, the flexible solution for printing price tags in long format as well as credit card format to fit different display needs.

**Edikio Duplex**, the advanced solution for double-sided and high-volume card printing. The reverse side allows for the display of information dedicated to the sales staff.

The printer operates just as easily as an office printer.

### INTUITIVE AND INNOVATIVE SOFTWARE

The software, unique in the market, is the only one dedicated to price management and printing of price tags on plastic cards and has been specially designed for food professionals (butchers, bakeries, delis, caterers, fishmongers, ...). All versions of the software are simple to use, customizable and allow the import of price data via an Excel file.

The most advanced version of the software, «Ediko Pro» available with the Edikio Duplex solution, is able to manage multi-user rights, a requirement of most large food retail outlets.