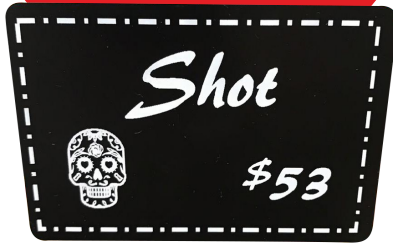


SUCCESS STORY



FANCY MEXICAN RESTAURANT USES ELEGANT PRICE TAGS

The restaurant Villa Maria in Mexico City offers mugs, cooking books, and other small objects for sale. The all-in-one solution Edikio Price Tag helps the employees to create and print elegant price tags within a couple of minutes.

Villa Maria is a typical Mexican restaurant located in an upper-class neighborhood in Mexico City and part of the restaurant chain Grupo Villa Maria which is comprised of three restaurants. The integrated shop sells mugs and other small objects. Before choosing the Edikio Price Tag solution, the restaurant used laminated handwritten paper tags to identify and label the products that are on sale. But the disadvantage of this solution was that the cards deteriorated quickly. Furthermore, the manually created price tags didn't convey a classy image of the restaurant.

- **CHALLENGE**
Price tags for objects for sale in a restaurant
- **MARKET**
Restauracion
- **APPLICATION**
Price tag
- **EVOLIS CLIENT**
Restaurant Villa Maria
- **EVOLIS SOLUTION**
EDIKIO ACCESS

A QUICK AND PROFESSIONAL WAY TO PRODUCE HOME-MADE PRICE TAGS

The Mexican Evolis distributor Identatronics contacted the restaurant for a demonstration of the business solution Edikio Price Tag Access, composed of a plastic card printer, dedicated software, a print ribbon and black cards. The user-friendliness of the hardware and software, as well as the elegance and readability of the price tags immediately convinced the restaurant manager of the added value for the restaurant. Not only it enhances the brand image of the restaurant, but it also increases efficiency of price tag production.



“ On top of conveying a more professional image, our new plastic price tags are much more durable and easier to clean. ”

Sonia Alcántara,
Administrator of the restaurant





20 PRICE TAGS PER WEEK CREATED IN EACH RESTAURANT

The solution is installed in the central office of the group. The restaurant's administrator uses the Edikio Price Tag software to create the price tags personalized with the logo of the restaurant. The card printer issues around 20 price tags per week for each of the three restaurants of the chain.

Sonia Alcántara, Administrator of the restaurant, finds that "on top of conveying a more professional image, our new plastic price tags are much more durable and easier to clean." The restaurant also uses the solution to create and print employee badges.

CLIENT TESTIMONY

Sonia Alcántara, Administrator of Villa Maria

WHY DID YOU CHOOSE AN EVOLIS SOLUTION?

We chose Edikio because the presentation of the cards is very original and aesthetic.

ARE YOU SATISFIED WITH THE SOLUTION IMPLEMENTED?

Yes, we are very satisfied. Our brand image has improved and our customers compliment us on our tags.

WHICH TECHNOLOGICAL FEATURE MAKES THIS EVOLIS SOLUTION THE BEST MATCH FOR THIS PROJECT?

The database of all our products that can be easily imported into the Edikio Price Tag software.

