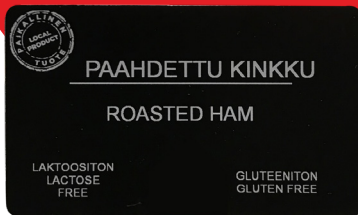


SUCCESS STORY



32 SOKOS HOTELS CREATE BUFFET TAGS THAT REFLECT THEIR BRAND IMAGE

As part of the S-Group, Sokos Hotels is the leading hotel chain in Finland. It has 50 hotels around the country and also operates in Estonia and Russia. While considering how to improve their breakfast service, Sokos Hotels adopted the Edikio Guest solution to be able to print buffet tags which reflect its brand image.

Every Sokos Hotel provides its customers with a full breakfast buffet. In 2018, the hotel chain decided to conduct a comprehensive review to improve its breakfast service by organizing workshops with its employees and customers. Employees were using paper tags to provide information about the products available. These needed to be swapped out almost daily as they became out of date and, even more importantly, rapidly soiled and damaged. This solution no longer met their requirements in terms of esthetics and professionalism.

"We noticed that our paper tags were outdated. Our staff appreciated handwritten tags, but they were difficult to read. Rewriting and replacing the tags every day was complicated and wasted too much time. So, we looked for an attractive durable solution which could be easily cleaned."

During these workshops, CardPlus, the Evolis distributor in Finland, invited three Sokos Hotels to try out their all-in-one Edikio Guest solutions for creating and printing buffet tags. The only requirement the hotel chain had was that they needed to find an alternative to PVC cards to comply with their environmental policy. CardPlus thus provided other types of cards for printing tags which were compatible with Edikio Guest.

A STRONGER BRAND IMAGE FOR THE HOTELS

Janina Nurmela, Concept Manager in the SOK Chain Management for Travel and Hospitality Business (part of the S-Group) was quickly won over by the Edikio Guest solution which met the hotel chain's needs particularly well regarding brand image enhancement and displaying information clearly. 32 hotels are now each equipped with an Edikio Guest Access printer and the specially designed software which allows them to create their own personalized cards based on their requirements.

SOKOS HOTELS

- **THE CHALLENGE**
Create attractive buffet tags to enhance the brand image of the hotel chain
- **COUNTRY**
Finland
- **SECTOR**
Hospitality
- **APPLICATIONS**
Buffet tags
- **EVOLIS SOLUTION**
Edikio Guest Access

"Display tags are used to provide clear and detailed information for our customers and to enhance our brand image."

Janina Nurmela,
Concept Manager





Each hotel printed approximately 70 buffet tags when this new solution was rolled out. Now, five to ten cards are printed each month instead of the much higher and more frequent output which was necessary with the old paper tags. This saves all employees a significant amount of time. Each tag displays the product name, allergens, specially created icons by the company's marketing service as well as the Sokos Hotels logo. This is all displayed clearly and legibly in three languages – Finnish, English and Swedish. The Edikio Guest solution is used both for creating tags for the breakfast buffet and for buffets at events in the hotels. The buffet offer is enhanced by the attractive and qualitative display which strengthens the Sokos Hotels brand image in the eyes of its customers.

TESTIMONIAL

Janina Nurmela, Concept Manager in the SOK Chain Management for Travel and Hospitality Business (part of the S-Group)

WHAT ARE THE KEY BENEFITS OF THE EDIKIO GUEST SOLUTION?

Our employees were wasting a lot of time replacing paper tags which no longer met our requirements. We chose this solution because it is both attractive and hygienic. Our staff can now make the most of their time when creating and printing new tags thanks to the Edikio Guest software which is easy to pick up and use.

HAVE YOU RECEIVED ANY FEEDBACK ABOUT THE CHANGES MADE TO YOUR BUFFETS?

Some of our customers were involved in the workshops we conducted to improve our breakfast service. As a result, we received positive feedback when we implemented the Edikio Guest solution. The card format allows for all the information to be printed in a reasonably large and legible font size. So, our customers find these tags easier to read and understand than our old tags which were made out of paper and handwritten.

ABOUT EDIKIO GUEST

The Edikio Guest offer includes two all-in-one solutions:

- Edikio Guest Access
- Edikio Guest Flex

Each solution contains everything that hospitality and catering professionals need to quickly create and print their display tags: design software, a card printer, blank black plastic cards and a white printing ribbon. Waterproof washable cards are used to display all the personalized information required by your customers in one or more languages. This includes the product's name, ingredients and even allergens.