

# TOSHIBA

## In-house printing on special paper for restaurant menus

Fast printing of promotional  
materials such as menus  
and POPs



Tsuutenrou Co., Ltd. operates three barbecue restaurants. POPs and menus used in the restaurants are produced in-house at the Head Office.

The e-STUDIO3505AC Color MFP was introduced to produce various sales promotion tools including menus and POPs. It allows the use of special papers, especially waterproof Eco Crystal paper.

### SUCCESS STORY

Customer: Tsuutenrou Co., Ltd.  
Country: Japan  
Industry: Food service

**TOGETHER**  
INFORMATION

## THE CHALLENGE

At Tsuutenrou, the Head Office handles in-house menu and signage production for three barbecue restaurants, from design, to printing to processing.

They used to print out materials using an ink-jet printer, regular papers and lamination for display at each restaurant. Since 80 sets of materials were necessary for three restaurants, printing and processing took time and it was difficult to provide the materials on time, when needed.

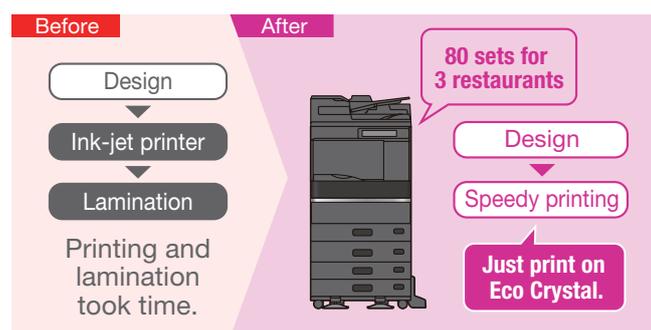
## THE SOLUTION

Tsuutenrou quickly decided to introduce the e-STUDIO3505AC and special kinds of paper like waterproof Eco Crystal to enable printing of excellent water and oil resistant menus.

Key points that convinced Tsuutenrou to introduce the e-STUDIO3505AC:

1. Production time greatly reduced.
2. Seasonal menu<sup>\*1</sup> capability.
3. In addition to Eco Crystal compatibility, the e-STUDIO3505AC is compatible with a wide variety of materials including clear plastic folders and magnetic sheets.

Post print processing significantly reduced. Development time speeded up with more time to produce designs attractive for customers.



## THE RESULT

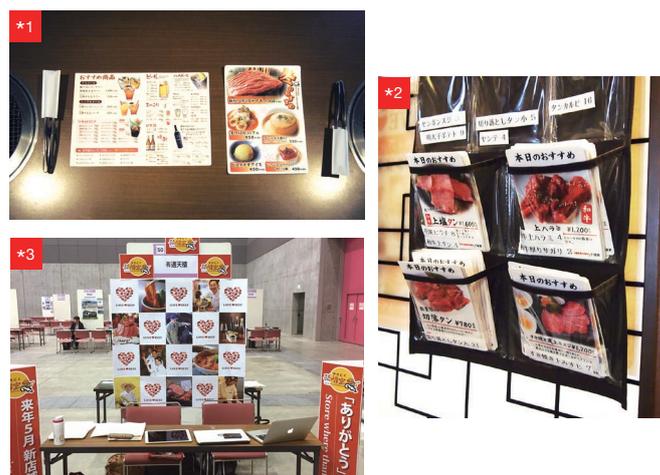
Tsuutenrou offers various PR and informational tools that please customers, enhancing creativity and taking advantage of the special characteristics of a wide range of materials such as Eco Crystal.

For example, a welcome POP with name of the group making the reservation received a lot of favorable comments.

Using A6 size or postcard size Eco Crystal allows for a "Today's Recommended Menu" that is popular with customers. <sup>\*2</sup>

And, a stand-up board with enlarged pictures attracts attention at job guidance/career booths. <sup>\*3</sup>

The e-STUDIO3505AC enables maximum creativity and the widest use of special display materials.



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