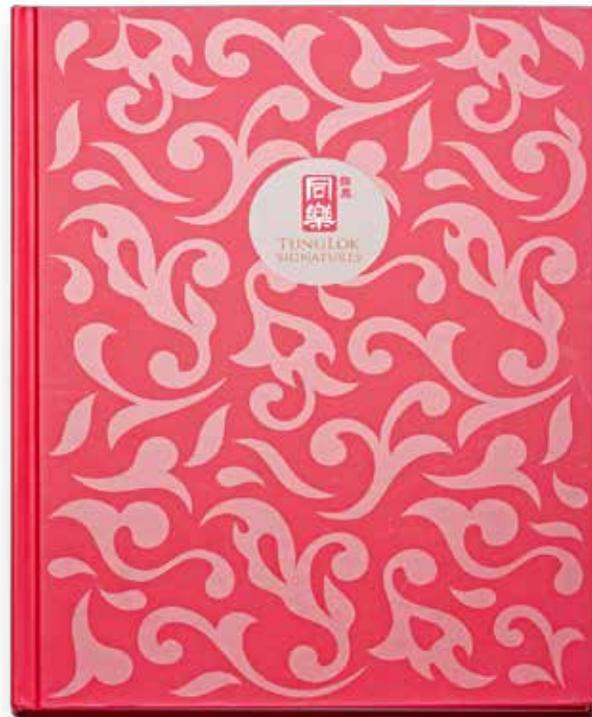


Elegant Menu Adds to the Fine Dining Experience at TLS

Isuccess DigiPress Pte., Ltd.



“TLS Menu”

Best-of-the-Best Award Winner—Books
Xerox Premier Partners Global Network

Isuccess DigiPress Pte., Ltd. is a leading provider of printing services to corporations, advertising and marketing agencies, restaurants, schools and art students. The company was founded in 2000 and is based in Singapore.

www.iss-print.com



“The TL design team was so impressed with the new capabilities of the Xerox® Color 1000i Press that they want to tailor future designs for it and to work with us for future print production.”

– Ng Swee Leong, Director, Isuccess DigiPress Pte., Ltd.

Isuccess DigiPress Pte., Ltd.—“TLS Menu”

When TLS' fine-dining restaurants explored enhancing the look of their menus, they turned to Isuccess DigiPress Pte., Ltd. for an innovative printing solution. Isuccess met a challenging schedule to deliver a stunning menu with brilliant photos and elegant metallic-gold-laced “wallpaper.”

Challenge

TLS, which operates four fine-dining restaurants in Singapore, explored creating new menu designs that would convey an enhanced, more premium look. To do that, the TL team discussed with Isuccess DigiPress, which produces upscale menus for many leading Singapore restaurants, and specialises in elegant, hard-cover menus.

The restaurant also needed a rush delivery of part of the production run for use at a specific Mother's Day occasion. The quick, four-day turnaround was especially challenging because the high-quality menu design involved some handwork.

Solution

Isuccess DigiPress Pte., Ltd. worked with TLS to produce an elegant 37-page case-bound menu in a 10.875" x 14.25" format for its restaurants. Page backgrounds have an elegant metallic-gold floral wallpaper effect, and brilliant photos of the dishes are coated with matte lamination to make them pop and protect against spills. Printing was on the Xerox® Color 1000i Press with a Xerox® FreeFlow® Print Server. Art Card 220 gsm stock was used for the inside pages, then cut and creased on a Duplo® 645. Art Paper 157 gsm was glued to Art Card 260 gsm for the hard cover binding. Several Xerox® ProfitAccelerator® business development resources contributed, including design guides for job preparation and metallic dry ink design, and application development and training services.

Results

Isuccess met the challenging delivery schedule and produced the impressive, high-quality menu the restaurant was looking for, with visual appeal and tactile qualities that contribute to the fine-dining experience at all four restaurants. TLS' management sees the elegant menu as both a calling card that helps attract more patrons to the restaurants and a sales piece that entices guests to sample more of what the restaurant has to offer.

For Isuccess, the project demonstrated to the TL design team the potential of the Xerox® Color 1000i Press for printing metallic dry inks and reproducing photos with exceptionally high quality.

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