



Global Resort Company Seeks New Approach To Print

Challenge

A renowned entertainment conglomerate with 30 hotels and casinos worldwide needed a better sourcing solution for its printed materials. The company operated more than 150 individually branded restaurants at its properties ranging from small kiosks to exclusive fine dining establishments. Multiple print vendors were being used, each with its own ordering mechanism and lead time requirements. However, printed items were often needed same day to accommodate the 24/7 environment of a casino resort and the high rate of restaurant staff turnover only exacerbated the problem.

Solution

Taylor connected with each restaurant to better understand their unique needs, enabling us to devise the single-source print platform the company needed.

- We provided a comprehensive solution that enabled the company's entire portfolio of restaurants to source their printed materials through one partner.
- Everything from restaurant menus, table tents and labels to branded napkins, cash register rolls and promotional items were made available through a self-service portal.
- Same-day, next-day and emergency weekend production options were specified that leveraged Taylor's vast nationwide digital production footprint.

Results

Taylor's integrated solution brought new levels of efficiency to the client's restaurant operations around the world.



COST REDUCTION

Consolidation through a single partner has reduced the company's overall spend on printed materials.



SPEED TO MARKET

Individual restaurants can now respond quickly to local events and promotional opportunities.



PROCESS EFFICIENCY

Restaurant employees companywide enjoy the control and convenience of a single ordering platform.