

## RESTAURANT STARTUP & GROWTH

# Products & Services

### Fusion Soft Polyester Menu Paper

**What is it?** A unique paper product with the positive characteristics of both polyester and paper. Restaurant owners seeking the latest menu paper can now use the new Fusion Soft Polyester product to take advantage of the unique characteristics of digital printing, like short-run one-off printing, variable information and lightning-quick turnaround times, all without sacrificing the durability of a laminated menu. In fact, Fusion Soft Polyester has enabled many restaurants to produce their own menus on their high heat toner production color copiers, providing them flexibility in their menu presentations and seasonal price changes.

It is waterproof and tear resistant for excellent durability, but it also feeds, prints and can handle print finishing processes like paper does. This product is very stain resistant, which makes it great for menus, and it can be washed and used repeatedly for placemat applications. With a very smooth surface that rivals the Sheffield Smoothness of premium uncoated offset sheets, Fusion Soft Polyester provides both beautiful image fidelity and toner adhesion.

Compared with other polyester sheets, the digital soft polyester promises virtually no static buildup to ensure excellent “runnability” (i.e., accurate feeding and delivery of the paper). This is a feature that cannot be overstated, according to the company, which says, “If you have tried to run a polyester sheet on your digital equipment, you understand that static is usually an inherent problem with this type of a product. However, this is not the case with Fusion Soft Polyester, as you will experience no static problems on the feeding or receiving ends of your equipment.”

Fusion Soft Polyester is available in 7.5-mil, 10-mil and 12-mil calipers. Distinct from other polyester products, it is foldable — even the sturdy 12-mil cover weight caliper. In addition, static issues common in other polyesters are nonexistent with Fusion Soft Polyester. Printers who have run Fusion Soft Polyester digitally are amazed and relieved to not have to deal with the usual static electricity problem, common to top coated polyester



films. The menu paper simply prints like regular paper, while showing the same durability of a synthetic product; print finishing processes such as scoring, folding, saddle stitching and punching are easily handled.

**Benefits to Your Independent Restaurant:** Now restaurant owners have the ability to run high-quality menus on their local digital equipment. Whenever they have an event, like a wedding shower, rehearsal dinner or a sport team’s banquet, and wish to include a short-run personalized menu or placemat that will truly be a durable keepsake, they can present that option as an advantage over most of their competitors. That special touch might just be what sets them apart, also leaving a lasting impression on customers and their guests.

Because menus are one of the only pieces of printed advertising that nearly all guests will read, it is crucial for restaurant owners to offer a menu that is sleek, sturdy and up to date. More information about Fusion Soft Polyester and other innovative Fusion Digital Paper™ products, including product demonstration videos, informative articles and details on popular applications for Fusion Digital Paper™ products, can be found at [www.fusiondigitalpaper.com](http://www.fusiondigitalpaper.com).

Fusion Digital Paper has arranged for you to receive a free six month subscription to Restaurant Startup & Growth magazine. Each month RS&G is packed full of how-to operational information that can help turn your good restaurant into a great business.

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