

The Catering Co.

High-quality color yields increased sales





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Kim Faber
Event Coordinator
The Catering Company

Background

Since 1989, The Catering Co. has worked hard to earn its place as one of Grand Rapids, Michigan’s top catering and event companies. Under the direction of Executive Chef Charles Golczynski, the culinary staff of The Catering Company creates diverse menu offerings, with an eye on appealing presentation, creativity and taste. In addition, this team of professional event coordinators ensures that each step of the planning process is anxiety-free and executed to the client’s satisfaction.

Challenge

Every day, the event planners at The Catering Co. are called upon to quickly produce customer proposals and other marketing materials that grab attention, showcase the chefs’ best work and set them apart from the competition. Their old black-and-white HP laser jet printer failed to produce work that could entice new customers. Says Event Coordinator Kim Faber, “To make the right impression, we needed a fast, reliable desktop printer that delivers brilliant, affordable color.”

Solution

The Catering Co. began investigating color printers and eventually selected a Xerox Phaser® solid ink printer. Employees found that the Phaser printer saves time and money with its fast print speeds. But the kicker is in the color. Adds Faber, “Print samples from the Phaser printer were outstanding – truer and more saturated than the competition.” And because solid ink printers can print on a variety of media including card stock and envelopes, her colleagues can produce everything from letters to menus. Faber concludes, “The Phaser printer has surpassed our expectations and unleashed our creativity. It has been the best investment we’ve ever made in office equipment.”

Industry: Food Service

Challenge

- Improve the appearance of marketing materials.
- Keep up with a fast-paced environment.
- Draw customers in with appetizing color menus and images.

Solution

A Xerox printer enables The Catering Co. to:

- Produce photo-quality color marketing materials.
- Bring printing projects in-house.
- Quickly respond to opportunities by producing personalized menus, brochures and event portfolios.

Benefits

- Substantial time and cost savings.
- Easy installation and maintenance.
- Increased revenue growth.

For more information about Xerox printers, contact your Authorized Channel Partner.

