

SUCCESS STORY



200 FOOD TAGS ISSUED EACH MONTH IN NORWEGIAN FERRIES

As one of the largest ferry operators in Europe with capacities of 2,500 guests for each ship, the Norwegian ferry operator Color Line AS is always seeking new solutions to streamline daily operations and enhance customer experience. Updating the food tags of several restaurants, bars and coffee shops in each ship is a great challenge for the staff.

Up to the end of 2014, the restaurant staff used to design food tags for the buffets with their existing labeling software and then printed them on cardboards and laminated afterwards. For Jürgen-Iver Sell, Public Health Coordinator at Color Line AS this method was very time-consuming and lacked hygiene. "End of 2014, when the EU regulation on food information to consumers came into force, the Norwegian distributor BUYSEC AS sent us sample cards printed with the plastic card printer from Evolis, and I was immediately convinced of this solution."

Some days later, Color Line AS signed the contract with BUYSEC AS to deploy 19 Primacy printers from Evolis in its six ships and one hotel.

- **CHALLENGE**
Streamline the food tags in six ferry cruises
- **MARKET**
Hospitality
- **APPLICATIONS**
Food tag
- **EVOLIS SOLUTION**
Primacy

400 FOOD TAGS DISPLAYED IN EACH SHIP

In each ship, all restaurants, bars and coffee shops display around 400 food tags. In total, 200 new tags are issued each month by Color Line AS. The food tags are personalized with the Evolis software Card Presso Price Tag edition included in the Evolis package and then printed single-sided on white plastic cards. BUYSEC AS preprints the cards with the Color Line AS logo in addition to providing the consumables, training and technical support.

Tore Pedersen, Chef at the cruise ferry MS Color Magic, is very satisfied: "With the software that provides card models and icons, we can now very quickly update the name of the dish, the ingredients and the allergens and the food tag is printed and ready to be displayed within seconds. The plastic cards are a great solution to our hygiene problem, the cardboard tags used previously deteriorated very quickly due to the washing."



“ The Evolis distributor sent us sample cards and I was immediately convinced of this solution. ”

Jürgen-Iver Sell, Public Health Coordinator at Color Line AS.





Color Line AS

Color Line AS is one of the largest cruise ferry lines in Europe, operating on routes to and from Norway. The company, which provides transportation for people and cargo, owns 6 ferries and 1 hotel in Denmark. The ferries are equipped with luxurious cabins, shops, numerous restaurants and bars, night clubs, Spas and fitness centers. The company currently employs 3500 people in four countries.

More information:
www.colorline.com

TESTIMONY

Hans Tommy Wilhelmsen - CEO of BUYSEC AS

WHAT WERE THE SPECIFIC REQUIREMENTS OF COLOR LINE AS FOR THIS PROJECT?

First of all, the Evolis systems had to be compatible with the menu management software already in place at Color Line AS as they wanted to keep one single system to manage their restaurants. Secondly they were looking for a partner who not only delivered them with the printers and consumables but who could pre-print their company logo in full color on the cards.

WHICH ADVANTAGES DO YOU SEE IN THE SYSTEMS FROM EVOLIS?

We have been selling Evolis systems since 2003. Without hesitation I can say that the products are solid, reliable and innovative. The teams at Evolis are flexible and responsive to meet specific demands of our customers.

TECHNOLOGY

19 Primacy card printer models from Evolis were deployed in 6 ships and 1 hotel with white cards and black ribbons for monochrome printing of product ingredients and allergens. Primacy provides a very fast and high-definition printing, individually or in series, for more than 3000 cards a year. It can print single or double-sided. The ribbons are food contact compliant through certifications by ISEGA. Black cards with white printing have gone through laboratory tests carried out by TÜV Rheinland according to EU regulation No 1935/2004 for food contact compatibility.

Plastic cards give food labels great durability and eliminate any problems with moisture. The smooth surface of the card allows quick and easy washing and ensures perfect hygiene. The Primacy solution can be useful for multiple applications: personalized promotions on the cards, event badges as well as employee badges.

