

SCA TISSUE NORTH AMERICA

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**PRESENTING XPRESSNAP® FROM SCA**

Delivering One Napkin. Every Time.

SCA recently launched Xpressnap®, a revolutionary new interfolded napkin system that combines single portion dispensing with the versatility of multiple dispensing options – it can be mounted to a wall, set on a stand, dropped into a counter, placed on a countertop or mounted with a drive-thru dispensing option.

“Food service establishments continue to struggle with the high consumption and labor costs associated with excessive napkin usage,” Andrew Conger, SCA Tissue Field Market Segment Manager-Foodservice, said. “In our effort to continually listen and respond to our customers’ needs, SCA has developed an innovative and exclusive napkin dispensing system that presents an exciting solution to restaurant owners and patrons.”

What makes Xpressnap different?

There are several reasons why Xpressnap stands out from the competition:

- One napkin-at-a-time dispensing. Every time.
- Cost savings – Up to 30 percent reduction in napkin usage vs traditional dispensers.
- Labor savings – Xpressnap dispensers hold up to 900 napkins – nearly three times the capacity of a traditional dispenser.
- Improved personal hygiene – touch only the napkin you use.
- Storage savings – each Xpressnap case is up to 50% smaller than standard napkin cases, significantly reducing storage needs.

- Customizable advertising area – create an advertising message that includes your own wording and logo.

Whether restaurants prefer countertop napkin dispensing or a space-saving wall mount dispenser, the sturdy Xpressnap dispenser is easy to install, easy to use, and easy to maintain. The unit’s sleek, trendy design complements any foodservice setting.

Because quality napkins are important, Xpressnap napkins are larger – offering strength, absorbency and quality to users.

Xpressnap = Cost Savings

Xpressnap’s angled dispenser, with its “Present System” technology, provides one napkin-at-a-time dispensing for improved hygiene and ensures effortless napkin dispensing for the customer. Its single portion dispensing also reduces napkin usage and labor, resulting in sizable cost savings.

“Customers are going to see the savings by cutting their usage,” explained Mark Michalisin, SCA Tissue Sales Representative. “If a customer is using 10 cases and we reduce it to five, there will be a big difference in what that customer is paying.”

In today’s world with budgets getting smaller, napkins are an easy place to save money.

“We’re not trying to convince customers that they should use more napkins. In fact, we do just the opposite. We want customers to use fewer napkins and be smart about making purchasing decisions,” Michalisin said. “This brings value to our customers and that’s what is most important.”

Xpressnap = Labor Savings

Xpressnap is a high capacity dispenser. Most traditional counter dispensers can only hold about 350 napkins, frustrating restaurant patrons because of run-outs and requiring frequent refilling by restaurant employees. Xpressnap, with its unique design, offers nearly three times the napkin capacity vs. traditional napkin dispensers, reducing labor costs, improving efficiency and increasing customer satisfaction.

“Unlike a traditional napkin dispenser, you can actually see how many napkins are in the Xpressnap dispenser, and you can fill it on the go,” Michalisin explained.

“That’s very important to customers because they know how much time they have until they need to refill the dispenser, without waiting until it’s all the way out.”

Xpressnap Offers Personal Hygiene Benefits

People are increasingly concerned with hygiene, especially as it relates to food. A top priority for restaurants, concession stands and fast food establishments is to strive to create a clean environment.

“With Xpressnap, you’re never touching a dispenser. You’re only touching a napkin, so you’re not picking up any germs and anything else that may be on that dispenser,” Michalisin said. “In today’s environment, cleanliness and hands-free, that’s what people want. That’s the name of the game.”

Xpressnap = Storage Savings

Storage poses another major concern for restaurants. Xpressnap cases are up to 50 percent smaller than standard napkin cases, significantly reducing storage needs.

“Smaller places simply can’t store a lot of napkins,” Michalisin explained. “With Xpressnap, we give them the same case count (6,000 napkins/case), but it’s a smaller case, so it’s taking up less space. This makes a big difference to a small pizza place that doesn’t have a lot of storage space.”

Xpressnap’s Innovative Advertising Space

Another exciting feature of the Xpressnap system is the exclusive customizable advertising feature that allows each foodservice location to create an image and message specific to its restaurant. Custom advertising templates are available on CD from your SCA sales representative.

“Customers definitely like to use custom advertising templates,” Michalisin said. “They put menus and upcoming events on them.”

“We just attended a food show recently,” he added. “We sold a lot of dispensers and everyone who bought one wanted the advertising templates.”

The dispenser’s advertising space can also be used as a revenue source.

“I was at a minor league baseball stadium and I explained how they could actually use the advertising space to make money,” Michalisin explained. “I said to them, ‘Why not go to your major advertisers who already do signage and offer to put their logo on the dispenser for a fee?’ They loved the idea.”

“Overall, I think the number one reason customers switch to the Xpressnap system is the value of the cost-in-use system that it offers,” Michalisin concluded.

With its versatile five-option dispensing system, increased capacity and cost savings, Xpressnap is a great choice for restaurants, stadiums, fast food or any other foodservice establishment.

SIDE BAR

Xpressnap Customer Case Study

Hansen’s Catering operates a full-service café and several food stands on the grounds of a large complex in Columbus, Nebraska. The facility includes a horse race track, fairgrounds, an arena used to host events such as Nebraska’s State High School Gymnastics Meet, as well as a hall available for wedding and banquet rental.

In the past, Hansen’s Catering used traditional napkin dispensers on tables throughout the facility. The owners recently installed Xpressnap dispensing systems and have been extremely pleased with the results.

Dramatic Reduction in Napkin Waste and Cost

Hansen’s Catering has already seen a significant reduction in napkin cost. Phyllis Hansen, owner of Hansen’s Catering, said that the main reason for making the switch to Xpressnap was the cost savings.

“It (Xpressnap) has cut our waste by 80 percent,” Hansen said. “In the past, people would come up and, instead of picking up one napkin, they’d pick up twelve and leave them sit on the tables. And now – they take one. It is just fantastic.”

“I can’t imagine the savings it’s going to give us through the (horse) races. I used to order napkins by three and four cases at a time,” Hansen said.

In addition to patrons *using* many extra napkins, Hansen found that they were also *losing* a lot of napkins due to wind from outside blowing the napkins during refills.

“In our facility, we can get quite a breeze and you always had to clean up the mess from having loose napkins everywhere,” Hansen said. “With these (Xpressnap dispensers) you don’t have to worry about the napkins blowing anyplace.”

“We just love them!” she added.

Xpressnap Reduces Labor Time

Hansen’s Catering gave the Xpressnap dispensers a trial run at the recent State High School Gymnastics Meet. The event’s attendance was approximately 2,500 people. Hansen put the dispensers in all of her concession stands with favorable results.

“At the gymnastic meet, we only put napkins in the dispensers once,” Hansen said. “In the past, we would have just been running.”

Hansen also likes being able to see exactly how many napkins are left in the dispenser. “You know exactly where you’re at. If you need to put more in, you can see that. And, the convenience of filling them – it’s so quick. It’s just amazing,” she added.

The company’s employees have had a favorable reaction to the Xpressnap dispensers. “Employees love them because they’re not constantly refilling napkin holders,” Hansen explained. “The time and cost savings are just fantastic.”

Food Inspector Applauds Xpressnap

A recent visit by a food inspector to the facility brought a favorable response due to the increased hygiene resulting from the one-napkin-at-a-time dispensing.

“Our food inspector loves them (the Xpressnap dispensers),” Hansen said. “He thought they were great because a customer doesn’t touch anybody else’s napkin.”

Xpressnap's Unique Design

“I love the design of the dispensers. They are just so handy because you can mount them wherever you want,” Hansen said. “They can be permanent, or they can be portable.”

Hansen has heard favorable comments from customers, as well. “Some of our customers have said, ‘Where did you get that? It is so neat and handy.’”

“They are designed to look nice enough to put them out at a nicer, dress-up event or you can use them at your hot dog stand,” Hansen said. “Also, they are so easy to clean to keep them looking presentable.”

Conclusion

“I can tell you that these dispensers are worth changing to,” Hansen said. “I think people are really looking at the cost of everything and trying to cut costs right now, and they (Xpressnap dispensers) will definitely cut costs for you.”

“Horse racing season is a busy, busy time for us and we just don't have time to spend refilling napkin dispensers,” Hansen added with a laugh. “I am 100% satisfied with them (Xpressnap dispensers) and I would recommend them to others.”

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SCA Tissue, a division of SCA North America, is a major supplier of Away-From-Home tissue products in North America with brand names including Tork[®], Park Avenue Ultra[®], Coronet[®], and MainStreet[®]. SCA North America is a leader in absorbent hygiene products and packaging solutions, employing 5,000 people in over 50 locations throughout the US, Canada and Mexico. To learn more about SCA Tissue products call 866-722-6659 or visit the company's Web site at www.scatissue.com.