



Zebra Food Safe Card Solution For Scandic Hotels In Denmark

Challenge

Scandic Hotels is the largest Nordic hotel operator with a network of close to 230 hotels across seven countries and annual sales of SEK 13.1 billion in 2016. Scandic Denmark used to print paper cards at its central HQ for its buffets. Distributing and laminating these cards was time-consuming and expensive. The end result was unprofessional, as the cards quickly became frayed, with turned-up corners. Scandic wanted to introduce a printing system to allow each hotel to print its own easy-to-clean buffet signs in-house, with the flexibility to reprint as and when needed. Scandic approached Zebra Advanced Card Printer Specialist and Zebra's lead partner in the Nordics for card solutions, idonline. idonline also produces solutions for food retail, ID, gift and loyalty cards, for example.

Solution

Working in collaboration with the Scandic marketing team, idonline created a template for the Danish hotels to adhere to the Scandic group standard with regards to colours, fonts and symbols for its buffet signage; the system also allows for the creation of customer-event-specific cards for conferences. idonline delivered all the printers to the individual hotels, along with a user-friendly manual including a

step-by-step guide to the installation and operation of the printer solution. All buffet cards are now printed at the hotels on the Zebra ZXP Series 1 Printer.

The white Zebra cards are printed in colour on one side, in Danish and English, with the name of the product at the top and symbols relating to whether a dish is organic, lactose- or gluten-free listed at the bottom right. The cards are washed daily and reused, with approximately 200 cards being printed each year.

Results

The Zebra Food Safe Card Solution ensures Scandic is compliant with the EU regulation on food allergens information. The cards are hygienic, washable, professional and clear. The signage is uniform across the group, so that guests can easily recognise the food and allergens, irrespective of which Scandic hotel they are staying in.

The printers are very user-friendly, reliable and robust. It also now only takes approximately 25 seconds to print a colour card. This saves time and having the solution in-house increases flexibility, autonomy and saves costs. Moreover, Scandic is aware of the future capabilities of the Zebra card solution, which will enable it to print tags for luggage and name badges, for example, in the future.

SUMMARY

Scandic

Customer
Scandic Hotels


Partner
idonline

Industry
Hospitality

Challenge

Scandic Hotels wanted a professional and flexible food safe card solution compliant with EU regulations

Solution

- Zebra ZXP Series 1 Printers
- Zebra True Colours ix Series Card Printer Ribbons
- Zebra Food Safe Cards

Results

- Professional, hygienic, washable colour signage for hotel buffets
- Compliance with EU Food Information for Consumers Regulation and hotel group standards
- Time and cost savings as well as reduced environmental footprint
- Reliable, easy-to-use printers; excellent employee feedback
- Solution can be used for printing other signage in the future

“Working in close collaboration with idonline, we have now deployed the Zebra Food Safe Card Solution at 26 hotels across Denmark. The solution enables fast colour printing of professional hygienic food cards for our buffets, whilst enabling us to save time and costs and adhere to EU regulations.”

Jens Christian Andersen, Food & Beverage Director, Scandic Hotels

FOR MORE INFORMATION, PLEASE VISIT: WWW.ZEBRA.COM, ZEBRA FOOD SAFE CARD SOLUTION AND IDONLINE