

# Dinex Paper 101

Why Sell  
Dinex  
Paper?

## Why sell Dinex Paper? Annuity Income!

- 200 bed facility using "M Size" stock tray cover
  - 420 meals per day (average census)
  - 153 cases per year
  - \$50.00 per case (average sell)
  - \$638.00 per month
  - \$7650.00 per year

*One item to one account...multiply by adding additional annuity products*

## Traycovers

### Available Sizes:

- Traycovers for healthcare are available in stock and custom configurations for all industry standard tray sizes
- Stock designs coordinate with Dinex traytop colors
- Dinex uses an alpha code to designate the tray size; for example the most common tray size is 15" x 20", designated as "M"
- Refer to the paper section of the Dinex catalog for available sizes in either scallop or straight edge

### Available Paper Grades:

- Standard bond paper = 40 lb bond, linen embossed
- Economy-weight paper = 34 lb bond non-embossed
- Heavy-weight paper = 50 lb bond; linen embossed (used in hot/cold and retherm carts to prevent curling)
- Non-skid paper = 40 lb bond with non-skid application added

## Want to increase your sales even more? Upsell customers to a Non-Skid tray cover!

- Provides more stability to the items on the traytop, especially where trays are transported over uneven surfaces
- Latex free
- Condensation beads on non-skid paper instead of absorbing



## Napkins

Tissue is 2-ply facial quality grade, with coin edge embossing. Customize a napkin with a 36M (36,000 each) minimum.

### Dinner Napkins:

- 2-ply, 15" x 17" 1/8 fold (refers to the number of panels in the folds)
- Available in facial quality white or selected colors. Coin edge embossed
- Available in recycled tissue (specific designs)

### Pocket Fold Dinner Napkins:

- Dinner Napkin with a special fold to accommodate silverware
- 2-ply, 17" x 17" 1/8 fold (refers to the number of panels in the folds)
- Available in facial quality white or selected colors. Coin edge embossed
- Available in recycled tissue (specific designs)



### Trimline Napkins:

- Folded into a narrow configuration to accommodate limited space on tray
- 2-ply, 15" x 17" 1/12 fold (refers to the number of panels in the folds)
- Available in facial quality white or selected colors. Coin edge embossed



### Beverage Napkins – Available as custom only:

- 2-ply, 10" x 10" 1/4 fold (refers to the number of panels in the folds)
- Available in facial quality white or selected colors. Coin edge embossed

## Holiday / Special Occasions

A great way for a hospital or nursing home to liven up their traytop for the holidays, our Happenings Collection provides our customers with a number of different holiday designs. The Holiday 100 count small packs are drop shipped only with freight PPA and cannot be combined with other Dinex products.

### Distributor spiff program for holidays that fall between September 1st and December 31st 2012:

- \$3.00 per full case
- \$.050 per small pack



## Menu Forms

Dinex stocks a wide variety of menu forms that coordinate with popular traycover and dinner napkin designs. Menu forms are compatible with ink-jet and laser printers, and are 24 lb bond (uncoated) paper.

Menu forms are commonly 8-1/2" x 14", perforated in three panels for Breakfast / Lunch / Dinner. Selected designs are available with color-coded headings in the industry standard diet colors:

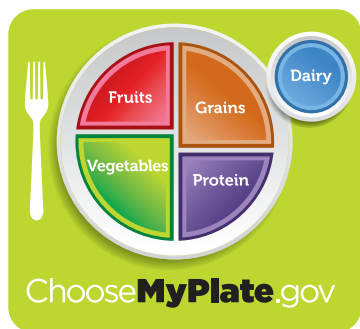
- Regular (Blue or Green)
- Sugar Free (Yellow)
- Low Sodium (Gray)
- Bland (Pink)
- Low Sodium/Sugar Free (Orange)
- Blank Menu Side

Other designs are available with generic (non-diet) color headings – “Breakfast / Lunch / Dinner”.



See Dinex Catalog for design choices.

One larger size stock Menu form is available. 11" x 17". The 3-panel Filigree is a stock form used primarily for Room Service or Rehab menus. These facilities offer all food choices on one menu, and the menus seldom change.



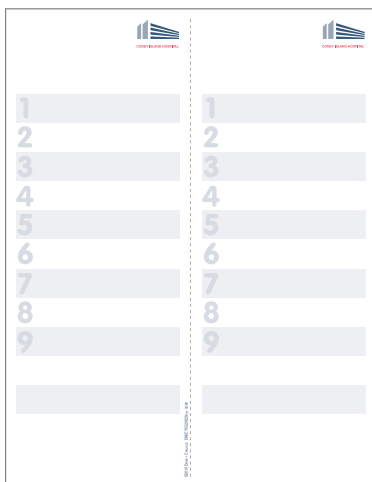
All menus have the new My Plate logo on the back panel

## Tray Tickets

Tray tickets are nothing more than blank printer sheets, perforated in the same configuration as the patient menu form. These are used by the Dietary office when the facility is using an automated system for running the patient menu selections.

### Examples of tray ticket uses:

- Spoken menus (where nursing or Dietary takes the patient meal choices)
- Automated systems like CBord or Computrition
- Used in conjunction with the printed menu forms above



## Cutlery Caddy Kits

Dinex Cutlery Caddy Kits are a new, innovative product for wrapping and delivering silverware. They are a simple, light-weight cardboard sleeve with 2-ply trimline napkin inside. Strong applications for Healthcare and Foodservice/Hospitality.

Although higher priced than the traditional “napkin wrap”, the Caddy Kits offer a much more decorative presentation and does save considerable time in prep (vs wrapping).

### Dinex offers three stock Cutlery Caddies:

- A generic Bon Appetite design in black
- A generic Bon Appetite design in burgundy
- Filigree to match the stock traycover/napkin



### Custom Paper

- Add a logo to an existing design or create a completely new design for traycovers, napkins or cutlery caddies
- Run a design in a non-stocked size traycover or napkin

### Custom paper items are drop shipped right from the factory to the customer prepaid at the following minimums:

- Traycovers or Napkins: 36M (36,000 each)
- Menus or Tray Tickets: 20M (20,000 each)
- Cutlery Caddies: 24 case minimum - standard case pack is 600 each (custom cutlery caddies ship from Batavia, IL and are NOT eligible for free freight)

**Note:** Custom paper items stocked in the Batavia warehouse with a signed stocking agreement are NOT eligible for free freight.

### Steps to custom paper:

1. Email project details to paper product manager who will provide a quote. (need order qty, size, number of colors or copy of design and facility name)
2. Once customer accepts the quote, the sales rep should send in any artwork (illustrator file) needed to create a proof.
3. Once customer approves artwork proof and confirms they will order, product manager will set up an item # and send a spec sheet to the sales rep. Lead time on new projects is 6 weeks and 4 weeks for repeat orders.

