

guest directories

ROLEX PLASTICS & PRINTING LTD

HOTEL, MOTEL AND RESTAURANT CATALOGUE

www.rolexplastics.com



menu covers

café covers

ROLEX PLASTICS & PRINTING LTD



ROLEX
PLASTICS &
PRINTING LTD

Serving North America for Over 5 Decades.

Rolex Plastics & Printing Ltd. has been proudly serving Canada and the USA since 1972. Throughout our years in business we have strived to give our customers the best possible service and quality.

We specialize in the manufacture of custom imprinted ring binders, specialty binders, index tabs, printed text pages, decals, and a large range of related vinyl and paper products. We also produce coroplast and vinyl bag-style lawn signs. All these products and more are manufactured in our BC production plant.

Our Commitment to the Environment

Rolex is making efforts to reduce, reuse, and recycle. Our company has an internal recycling program: we recycle over 95% of scrap material from the manufacturing process, and we also recycle corrugated cartons, office paper, beverage cans and plastic bottles. These materials can be used to make new products in the future, instead of ending up as trash. The vinyl used in most of our vinyl products contains up to 50% post-industrial recycled material.

The board used in all of our products is made from 100% recycled paperboard. For all of our glued products we can use a paper that is 100% PCW (Post Consumer Waste) and FSC (Forest Stewardship Council).



Rolex Plastics & Printing Ltd. is committed to reducing energy consumption and waste, and will continue to find ways to help protect the environment. Thank you for your support.



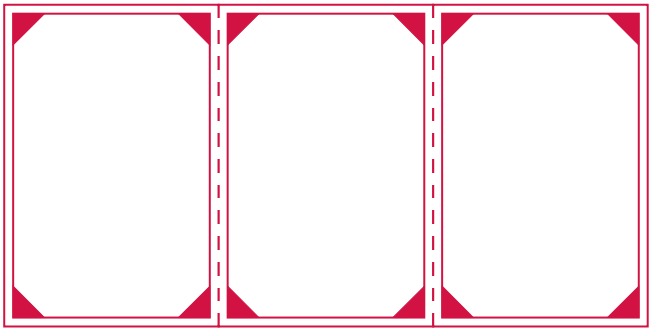
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Restaurant Menu Covers

Rolex Plastics & Printing Ltd. custom manufactures a wide range of menu covers and related menu items. Using an assortment of materials from quality linen fabric to plush simulated leather, we can create menu covers and holders you will be proud to present to your customers. And the variety of styles we offer will suit any menu requirement, from multiple panel to gatefold to wine menus, custom crafted in any size. And being a complete print shop, we can also print your menu sheets on your choice of paper.

Menu Cover Features

- **Vinyl or cloth covering, with or without padding**
- **Multiple panel configurations to suit any type of menu**
- **Brass or nickel plated corners for extended life**
- **Superior black linen cloth for inside panels and corners**



Standard Trifold Panel Configuration

Finishing Options

Padding, brass/ nickel corners.

Imprinting Options

Foil stamp in gold or silver. Screen print in Pantone spot colours or custom colour matches. Debossing, blind or with foil stamp.

See more Menu Covers at

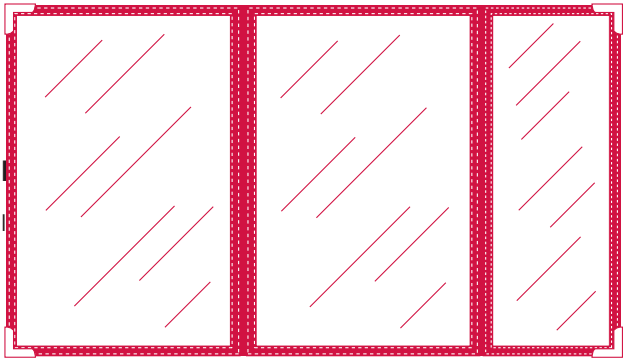
menucovers.ca

For more information on Menu Covers, please refer to the appendix on page 27.


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Café Covers

With our line of affordable Café Covers, lower price doesn't mean an inferior product. We offer premium quality Café Covers that will last for years. Our custom-crafted Café Covers are constructed for exceptional durability using double-stitched, double-turned reinforced vinyl, and brass or nickel plated corners. Our clear and frosted transparency material is the finest quality available and is resistant to yellowing and cracking. It is also laser-friendly and won't lift your print. We offer a selection of standard sizes and configurations, but we can also create your menu in any size you want to accommodate any number of pages that you need. We can print your menu insert pages on your choice of paper. Let Rolex be your complete source for professionally manufactured menus.



Double Café Cover with Half Panel (6 page view)

Finishing Options

Black, blue, green and burgundy colours are available with a choice of clear or frosted transparency.

See more Café Covers at
menucovers.ca

For more information on Café Covers, please refer to the appendix on page 29.



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Guest Directories

The simulated leather that we use for our Guest Directories is virtually indistinguishable from real leather, but is only a fraction of the price. And when it is combined with a padded backing, the result is an impressively rich look and feel. Our Guest Directories are constructed with great skill and care, and will make a lasting impression with your clients. Custom sizes are available to fit a wide range of applications. If you want a luxurious finished piece and excellent value, our custom Guest Directories are a great choice.

Finishing Options

- **1 Half-pocket**
- **2 Half-pockets**
- **Business card pocket**
- **CD pocket**
- **Spine label**
- **Sheet lifters**
- **Padding**
- **Brass/nickel corners**

Imprinting Options

Foil stamp in gold or silver. Screen print in Pantone spot colours or custom colour matches. Debossing, either blind or with foil stamp.

Recommended Options for Guest Directories



screen print



deboss



foil stamp



deboss with foil stamp



metal corners, brass or nickel (large only)

For more finishing and imprinting options, please refer to the appendix on page 23.


Enjoy complimentary coffee or tea.
You'll find individual creamers and additional coffee and tea in the mini bar.
Le café et le thé sont une gracieuseté de l'hôtel.
Des sachets portions supplémentaires, ainsi que de la crème, sont disponibles dans le mini-bar.
PLEAS
MAKE
ROO
RS
ROYAL SCOT
HOTEL & SUITES
THE
SID
PI
HOT
TAJ
KIMPTON
BOONE TAVERN
MANOTEL
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Hotel & Motel Materials

We aren't just your average printer. We manufacture specialty items too. From key card holders to guest directories, if you need it - we can make it. Our hotel forms, key cards, housekeeping forms, luggage tags, hotel note pads, and high quality marketing materials are all made with great care and attention to detail. We provide excellent customer service while offering a substantial line of communications products to fit the needs of the hotel and motel industry.

Some of Our Products for Hotels & Motels

- **Guest Directories**
- **Key Card Holders**
- **Door Hangers**
- **Plastic Signs**
- **Hotel & Housekeeping Forms**
- **Note Pads**
- **Luggage Tags**
- **Rack Cards & Brochures**
- **Letterhead & Envelopes**



Deluxe Guest Directory Features

We have over 5 decades of printing and manufacturing experience, so let us help you to make your next idea happen.

If you need something that you don't see here, please ask!

For more finishing and imprinting options, please refer to the appendix on page 23.



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Printing

We can help you with all of your printing needs. Business cards, letterhead, envelopes, note pads, presentation folders, and multipart forms for invoicing or purchase orders can all be tailored to meet your requirements.

Inhouse Graphics

Prepress technicians will preflight your supplied PDFs to ensure optimum results. Our graphic artists can revise, retouch or create anything you need. We have over 5 decades of printing and manufacturing experience, so let us help you to make your next idea happen.

Offset Printing

In this digital age, offset printing is becoming a dying art, but we specialize in small press offset printing, and our skilled pressmen maintain the time honoured craft of putting ink onto paper. This is the essential printing method for letterhead and envelopes.

Digital Printing

Digital printing is an excellent option for jobs that don't require the large capacity of an offset press. Broaden your business image with eye catching flyers, coupons, brochures, rack cards, appointment cards, which can be printed, perforated, folded and bundled to your specifications. Professionally printed advertising materials will get your business noticed.

Quick and Convenient

Email us your job details and a high resolution PDF, or upload your files through our website. We will provide you with a quote and an estimated delivery time, and we will finish your job on time and on budget.

Finishing 0ptions

- **Padding**
- **Numbering**
- **Scoring**
- **Perforating**
- **Bookletizing**
- **Folding**

For tips on artwork preparation, please refer to the appendix on page 26.

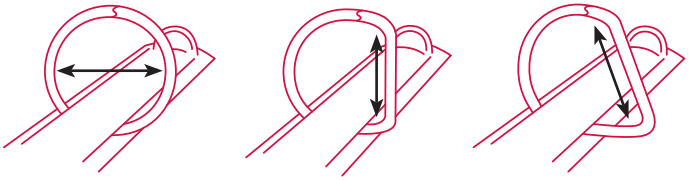
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Binders

The standard vinyl binder is usually what first comes to mind when one thinks of binders. They are an excellent and economical way to organize, protect, and carry important documents, or to promote your business. We make our binders from a colourful range of high quality vinyls, rigid cover board, and durable metal rings. Custom sizes and a variety of finishing options make our vinyl binders adaptable to almost any need. Enhance the look of your binder even more, consider:

- ***Vision binders***, which have a clear pocket on the front and/or spine, into which you can slide your printed cover sheet.
- ***Encapsulated binders***, which are similar to Vision binders, except the cover sheet is sealed under the clear pocket.
- ***Envirocrease binders***, which are made from pre-printed sheets, so you can have customized full colour graphics on your binders.

Available Ring Styles for All Binders



"O" Style | "D" Style | Angle "D" (AD) Style

Note: *When measuring the ring for sheet capacity, measure area shown by arrow. In "D" and Angle "D" styles, do not include any curved part of metal.*
3-ring binder sheet capacities are listed on page 24.

Finishing Options

- **1 Half-pocket**
- **2 Half-pockets**
- **Business card pocket**
- **CD pocket**
- **Spine label**
- **Sheet lifters**

Imprinting Options for Binders

Foil stamp in gold or silver.

Screen print in Pantone spot colours or custom colour matches.

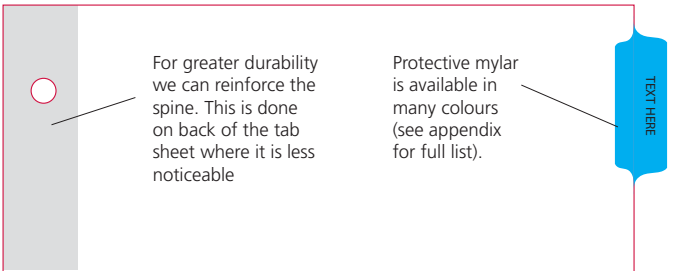
For more finishing and imprinting options, please refer to the appendix on page 23.



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Index Tabs

Index tabs organize and enable quick access to the various sections of your material. Our tabs can be printed with standard consecutive numbering or lettering, or with any custom text that you need. Tailor your tabs to match your material by printing them in full colour, on your choice of card stock. Mylar is an excellent option for both added protection and for a variety of vibrant colours. Choose the same colour for all of your tabs, or mix it up to match your design requirements.



Finishing Options

Have your tabs custom screen printed on poly. A rigid vinyl, available in 0.023g thickness and various colours, poly is extremely durable and looks fantastic. Whether you choose card stock or poly, your index tabs can be finished to meet your business needs.

- **Reinforced edges prevent curling and tearing**
- **Drilled (hole-punched) to fit any binder**
- **Collated into sets for future insertion**
- **Inserted and bound into your printed materials**

Imprinting Options

Digital or offset printing in full colour or spot colour. Screen print in Pantone spot colour or custom colour matching is available for vinyl tabs. Please note that full colour tabs are not always suitable for mylar.

For details on tab terminology, please refer to page 30.


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Screen Printed Signs

Signs do much more than tell people where you're located or what you do. Your sign is as much a part of your company's image as your logo. In many cases your sign is the first impression new clients have of your business, or it may open up the door to a new client who happens to see your sign while driving by. Screen printed signs are the most durable of printed signs. At Rolex, our signs are printed with UV inks for a rich, high gloss look. Screen printed signs are fade and weather resistant. Depending upon the substrate material, most screen printed items can last up to 2-3 years outdoors. Screen printed signs are ideal for political campaigns, realtors, construction companies, landscapers, painters, restaurants, car dealerships and grocery stores.

Rolex offers several substrate material options for your signs, and we will help you choose which is most appropriate for your job. Coroplast signs are most commonly used as inexpensive indoor/outdoor signs. Coroplast signs can hang in your office and can also be attached to such things as chain link fences or buildings. Whatever material you choose, your signs can be made in any custom size up to 24" x 36" and can be screen printed in any number of spot colours.

Sign Materials

- **Coroplast**
- **Rigid Vinyls**
- **Polyethylene**
- **PVC**
- **Magnetics**

Imprinting Options

Complete range of spot colours, plus full colour.



Visit our Lawn Signs website
www.bclawnsigns.com

See page 26 for file prep suggestions.


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Full Colour Coroplast Signs

Coroplast Signs are ideal for indoor or outdoor use and are versatile, durable and portable. They are resistant to water, easy to clean and lightweight. Since they are made from plastic, they can be used outdoors year-round. Sizes range from 6" x 6" all the way up to 4 feet x 8 feet long.

Large signs can be attached to a wall with screws or put on a chain link fence with plastic cinch straps. Smaller signs can be displayed in the ground by way of a wood post, or by using a wire stake.

Use Coroplast Signs for:

- **Garden Signs**
- **Political Campaigns**
- **Real Estate**
- **Special Promotions**
- **Advertising**
- **Parking Lots**
- **Warning or Caution Signs**

Imprinting Options

Anything from simple black text with colour accents to full colour photo images.



See page 26 for file prep suggestions.



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Decals & Magnets

With custom printed decals from Rolex Plastics & Printing Ltd. your customers will be stuck on you. We can print in black & white, spot colour, or full colour on a variety of decal materials, including permanent or removable vinyls, clear, white or reflective polyesters, and static cling film. We can also make them in any size that you need, and with die cutting they can be made to any custom shape.

Decal Products

- **Promotional Decals**
- **Giveaways**
- **Address Labels**
- **Safety Decals**
- **Award Stickers**
- **Equipment ID and Labelling**
- **Bumper Stickers**
- **Product Labels**
- **Window Stickers**

We also offer printed magnets that can be made in a variety of sizes and shapes. Materials come in a number of thicknesses to suit your needs. We offer a complete in-house art department to ensure quality reproduction of company logos as well as custom applications.

Rolex Plastics & Printing Ltd. can screen print on rigid vinyls and many other materials. Durable business cards, luggage tags, name tags, and vinyl wallets are just a few of the other products we offer. We have worked with our clients to create a number of unique items throughout our many years in the screen printing business. Bring us your ideas and together we will creatively deliver your lasting message.

Imprinting Options

Black & white, full colour, or any number of spot colours.

For more finishing and imprinting options, please refer to the appendix on page 23.

Stock Items for Restaurants

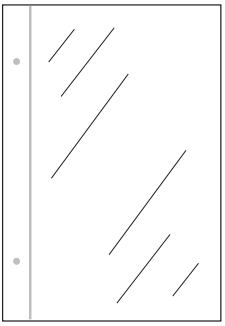
Sheet protectors are made especially for menu covers using Chicago Posts.

CHICAGO POSTS are available in black and silver 1/2" and 1/4" sizes.

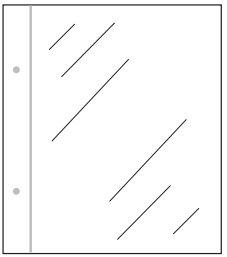
Sheet protectors are a great way to protect your menus. Just slide the sheet in from the top - no need to open the Chicago posts.

Our protectors are made from 7.5 gauge copysafe vinyl. We keep 8.5" x 5.5", 8.5" x 11" and 8.5" x 14" sheet protectors in stock. Custom sizes are available - we can make a protector to fit any binder size. Just give us a call for more information. Minimums apply for custom orders.

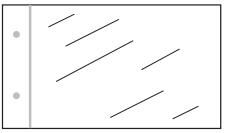
To fit 8.5" x 14" menu



To fit 8.5" x 11" menu



To fit 8.5" x 5.5" menu



Cheque Presenters

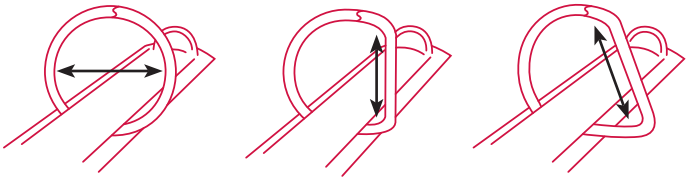
A very professional and discreet way to present a bill to the client and to receive payment. The size is 4" x 9" when folded and there is a clear pocket to hold the printed bill or cash and another to hold a credit card.



For more finishing and imprinting options, please refer to the appendix on page 23.

Appendix

Available Ring Styles for All Binders



"O" Style | "D" Style | Angle "D" (AD) Style

Note: *When measuring the ring for sheet capacity, measure the area shown by the arrow. In "D" and Angle "D" styles, do not include any curved part of metal.*
3-ring binder sheet capacities are listed on page 24.

"O" Style

"O" Style rings can be mounted on the spine or back of the binder with the rivets showing through, or concealed. Also, round 3-ring metals can be ordered with or without an opening and closing booster.

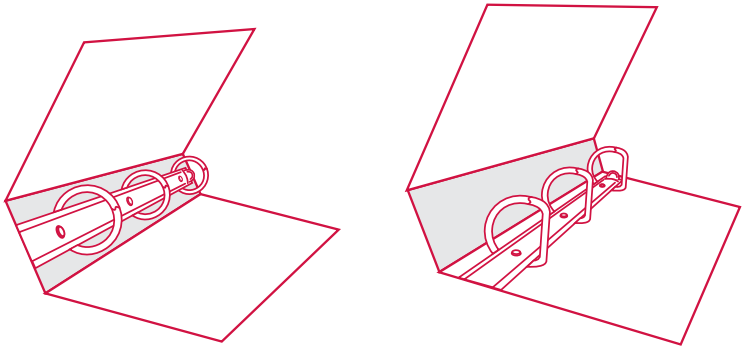
"D" Style

"D" Style rings are the same as the Angle "D" ring, with the exception of a straight post.

Angle "D" (AD) Style

Angle "D" rings are the same as the straight "D" ring, with the exception of an angled post. This style helps to keep the contents flat and smooth and, if tabs are used, they tend to show up better with Angle "D" rings.

Ring Mounting Options for All Binders



Spine-mounted
"O" Style only

Back-mounted
"O", "D", or "AD"

3-Ring Binder Sheet Capacities

Capacities based on 20lb stock

"O" Style

Ring Size	Capacity
½"	130 sheets
¾"	154 sheets
1"	203 sheets
1½"	314 sheets
2"	408 sheets
2½"	500 sheets
3"	600 sheets

Angle "D"

Ring Size	Capacity
¾"	154 sheets
1"	229 sheets
1½"	364 sheets
2"	486 sheets
2½"	583 sheets
3"	723 sheets

"D" Style

Ring Size	Capacity
½"	130 sheets
¾"	154 sheets
1"	228 sheets
1½"	352 sheets
2"	441 sheets
2½"	520 sheets
3"	640 sheets

Note: *When requesting a quote, please let us know the size of sheet you wish to use, and if you require tabs or any other elements. One tab sheet equals three 20lb sheets.*

Imprinting/Finishing Options



screen print



deboss



foil stamp

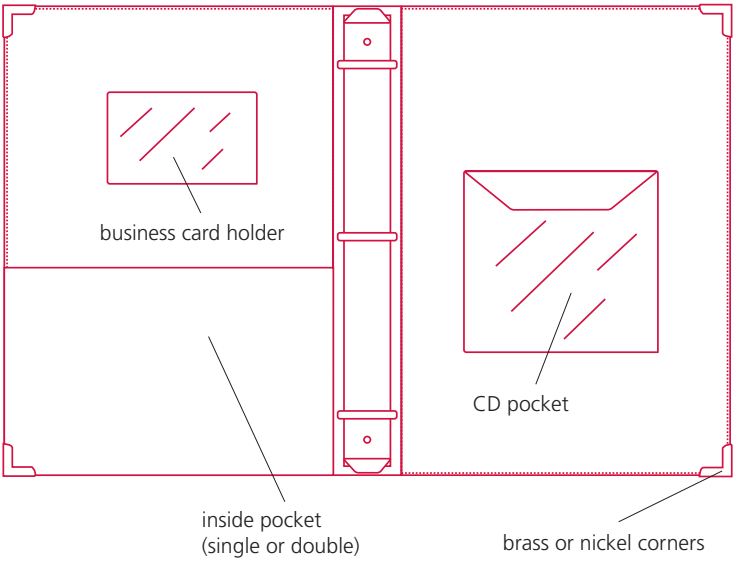


deboss with
foil stamp

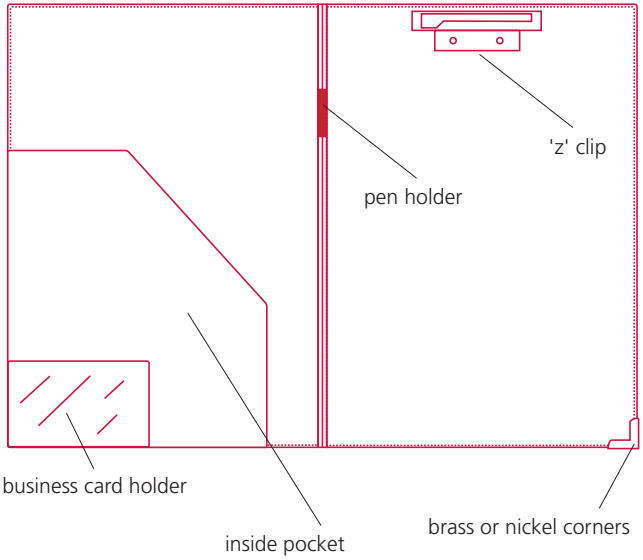


metal corners, brass
or nickel (large only)

Binder Options



Clipboard Options



Tips for Artwork Preparation

Process (4C or CMYK) Colours
The image is composed of various sized dots of cyan, magenta, yellow and black. This type of image is best suited to digital colour copying.

Spot or Pantone (PMS) Colours
The image is printed with ink that is mixed to the exact colour. This is suitable for printing on the offset press or digital colour copying. When preparing files for printing at Rolex, for best results, use the correct type of colour. If in doubt, give us a call, we'll be happy to assist you.

Bleed
When a colour extends to the edge of the finished page, a bleed is necessary to ensure that when the art is trimmed, the colour goes completely to the edge. Typically, bleed is .125" (1/8").

File Format
Due to its stability and reliability, PDF is the preferred file format. PDF files should be supplied as single pages (not spreads), sized to the final trim size, with a bleed allowance (if required) of 1/8 inch. Select "Print Quality" or "High Quality Print" when creating your PDF file. Please embed all fonts.

Logos and Photographs
Company logos received via internet sources (usually GIFs or JPEGs) are normally not suitable for printing. Please ensure that colour or greyscale images have a minimum resolution of 300 pixels per inch (ppi). Black and white line art should have a minimum resolution of 600 ppi.

Trapping
For screen printing, a trap allowance of 2 points is required on multi-colour printing. In many cases, overprinting can eliminate the need for trapping. For offset printing, a trap allowance of .003" is required. Please contact us to discuss trapping issues.

Templates are Available
If you are providing artwork for Envirocrease wrapped binders, Vision binders and clipboards, vinyl binders and clipboards, or index tabs, please contact your sales representative, and we will send the appropriate template to you.

Standard Menu Sizes

Here are our standard menu insert panel dimensions and corner styles. Please note that we can custom make your menu to any size.

Panel Sizes

5½" x 8½"
4¼" x 11"
8½" x 11"
4¼" x 14"
8½" x 14"

Corner Styles



Robertson Corner

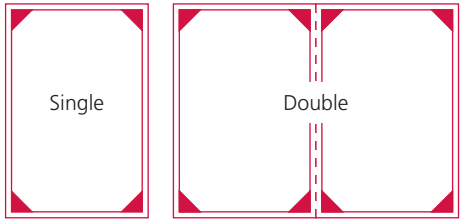


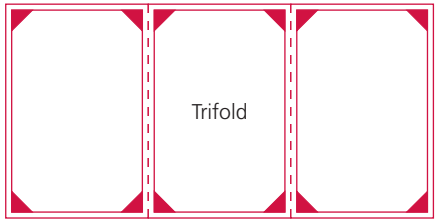
Riviera Flap

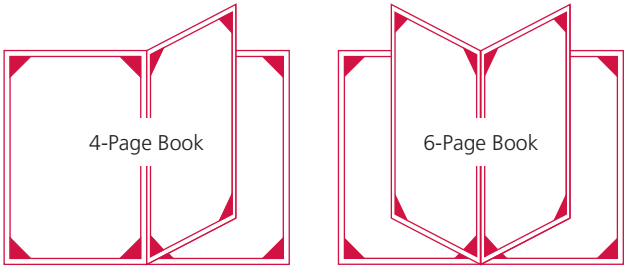
(Special Request)

Standard Menu Styles

Single, Double, Trifold, Multi-Page and Gatefold menu styles all feature interior panels and corners covered with superior black linen. Any of our menus can be covered in simulated leather (padded or unpadded), or linen. Brass or nickel corners are also available.



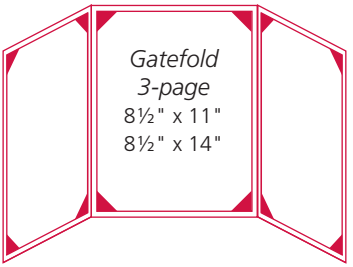


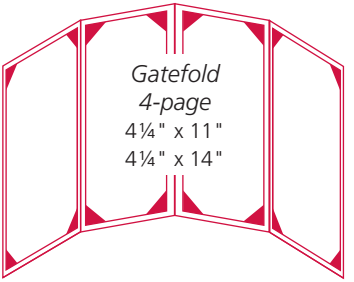


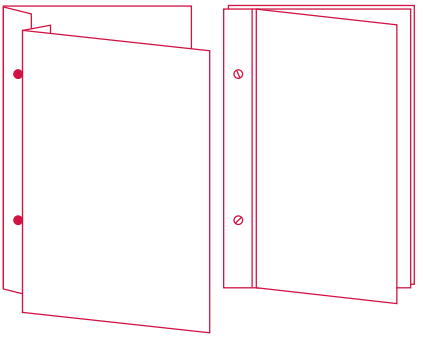
Standard Menu Styles (cont'd)

Gatefold Menus

The Gatefold 3-Page Menu features a full panel in the middle with two half panels on the outside. The Gatefold 4-Page features two half panels in the centre and two half panels on the outside.





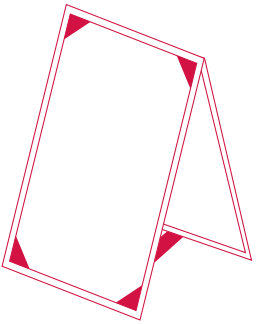


Malibu Menu

The Malibu format is extremely popular due to its versatility, allowing a multi-page menu cover with sheets that are easily inserted and removed. Open or Closed Spine Styles are available.

Tent Cards

Four diagonal corners hold display cards firmly in place. Ribbon attached to the bottom of each side keeps tent open and angled for easy viewing. Clear vinyl overlay sheets, that fit over your inserts and tuck into the same four diagonal corners, are available if required.



Fits 5" x 7" sheet size
Other sizes upon request

See page 22 for Chicago Post and Sheet Protector information (Malibu Menu).

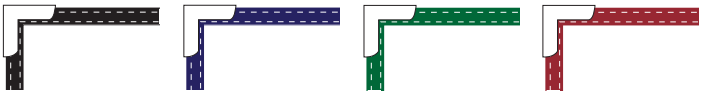
Café Cover Sizes

Here are our standard panel sizes and styles, please note that custom sizes are also available. Just call and let us know what you need. Brass or nickel corners are available. Transparency can be clear or frosted.

Panel Sizes

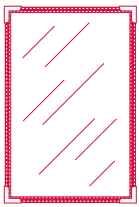
5½" x 8½"	4¼" x 14"	8½" x 14"
4¼" x 11"	8½" x 11"	11" x 17"

Binding Colours

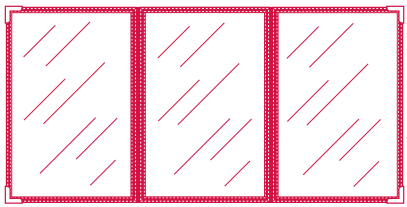


Black Blue Green Burgundy

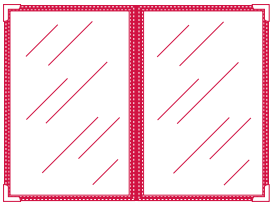
Café Cover Styles



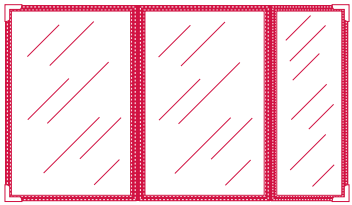
Single - 2 page view



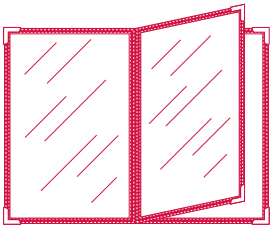
Triple - 6 page view



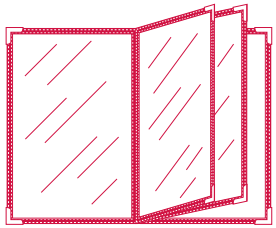
Double - 4 page view



Double with Half-Panel - 6 page view



Double with Single - 6 page view



Double with Double - 8 page view

8.5" x 11" Sheet Index Tab Sizes



Tabs shown 50% of actual size. Actual colours may vary. Call for a sample.

A Quick Explanation about Index Tabs

Tab Cuts and Banks

A **tab cut** refers to the size of the tab. The 1/3 cut has 3 tabs in the bank, 1/4 cut has 4 tabs in the bank, etc.

A **tab bank** is a collection of uniquely positioned tabs. As soon as you repeat a tab position, you create a new bank.

For example, here is one bank of 1/10 cut tabs. Each tab is the same size, but in 10 different positions.

Here are 3 banks of 1/5 cut tabs. The first two banks each have the maximum of 5 tabs. The third bank has only 3 tabs.



Here is one bank of 3 tabs. Positions 1 and 2 are 1/4 cut tabs. Position 3 is a 1/2 cut tab.



The words can be printed on the tabs in any orientation.



When you are deciding which tab cut to use, you must consider the amount of different tabs you need, as well as the number of words on each tab. For example, if you need 20 tabs, you could choose 1 bank of 20, 2 banks of 10, or 4 banks of 5 tabs.

Vinyl Styles and Colours

Here are the vinyl styles and colours that we regularly keep in stock.
We have many more available to order. Please call or email for details.

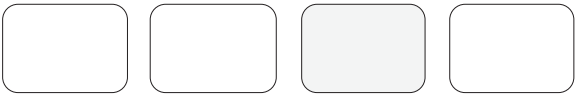
Suede - Level One Colours



Suede - Level Two Colours



Clear



Note that the colours represented here may vary slightly from actual vinyl material.

Poly Colours Available in 15, 23, 35, 55, and 90 gauge



Leather-Like Colours



Diablo Supported Colours



Castilian Unsupported Colours



Milano Colours



Moire

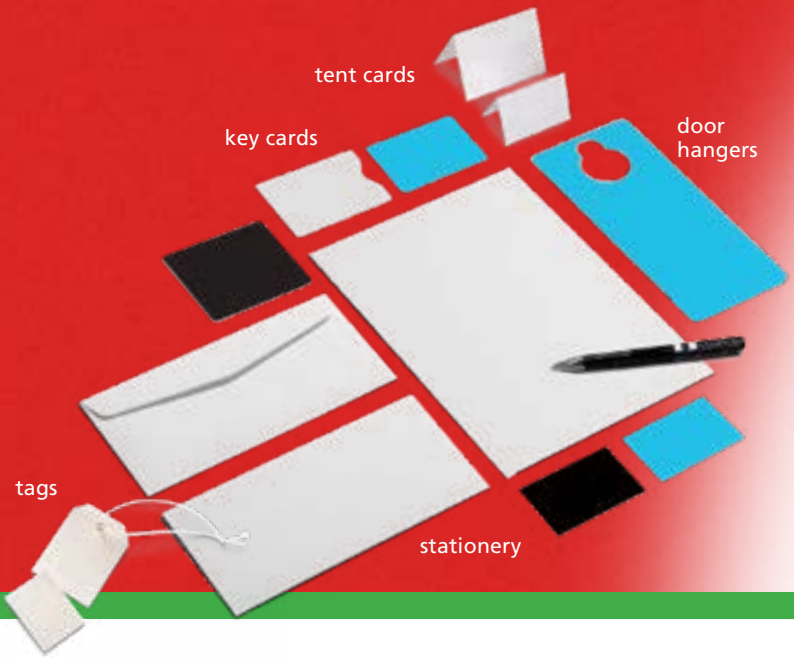


Standard Ink Colours for Screen Printing

PMS Matching is available: $30 per colour



Colours are simulated. If precise matching is critical, please request a sample.



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