

Upscale Massachusetts restaurant uses Lexmark C500n to add appeal to printed menus, flyers and brochures.

Evenfall makes mouthwatering menus with the Lexmark C500n

The Organization

Evenfall is an upscale restaurant serving the unique creations of Chef Scott Pelletier. Evenfall serves deliciously hearty, inventive American cuisine that is seasonally inspired and freshly prepared. Its motto, “Because you are one of a kind and so are we,” underscores its unique ambience, inviting space and mouthwatering menu. The word “evenfall” is from an old English saying that means “the end of the day or the coming of night.”

The Challenge

The appeal of an upscale restaurant isn’t just what’s on the menu. Ambience, service and “those little extras” can make a big difference in a customer’s night out. Evenfall has built its reputation on its scrumptious menu and exceptional service, however its daily printed menus lacked the professional touch the restaurant has earned for its culinary creations.

Printed on an old monochrome laser printer on inkjet paper, the menu text was often smudged. Because it only printed in black and white, the laser printed menus couldn’t display Evenfall’s distinctive logo. The old printer often jammed and Manager Jenny Chong spent too much time fixing her printer.

The Solution

Evenfall decided to evaluate Lexmark’s C500n color laser printer for printing daily menus in color and for creating specialty flyers and general office document printing. The C500n is a color laser printer that operates at up to eight pages per minute (ppm) in color and up to 31 ppm in black and white.

“The set up was so easy,” said Chong. “It only took a few minutes. We just put in the CD and the printer really did it itself.”

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—Jenny Chong
 Manager
 Evenfall
 Haverhill, Mass.

www.evenfallrestaurant.com

The size is right too. Chong’s office is near the back of the kitchen and space is at a premium. “The printer fits nicely in our small office so I don’t have to sacrifice my workspace for this new printer.”

Ease of operation is important at Evenfall as well. “The trays are so simple and it is easy to load the paper,” said Chong. “And it’s not even possible to put the cartridges in the wrong place.”



For Evenfall, the greatest advantage of its new color printer will be upgrading the look of its menus each day.

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The Results

With the C500n installed in her office, Jenny Chong is printing colorful menus everyday, but that’s not all she’s printing. Invoices, contracts and other documents are churning out of the C500n and soon she’ll be creating custom flyers that can be sent to her best customers to keep them coming back to Evenfall.

At Evenfall, the Lexmark C500n is getting rave reviews.

Lexmark C500n

