

Scodix Big Seller with China's Leading Menu Producer

-- Jing Ping Dao Yuan has produced over 5,000 customized menus and wine lists to establish the firm as the largest and most influential in the Chinese market and beyond --

Beijing, China – February 26, 2014 – A recent article “[10 trends shaping the restaurant industry in 2014](#)” highlighted *menu innovation* as one of the top impacting influences. “If there is anything that’s a common theme here — maybe more so than in years past — it’s menu innovation,” said NPD Group restaurant industry analyst Bonnie Riggs. For Scodix user Jing Ping Dao Yuan, this is old news. China’s largest menu producer has been breaking new innovation ground in the menu marketplace now for more than a year, after they installed their first [Scodix Digital Enhancement Press](#) in December 2012.

“We offer a one-stop service operation for our clients including photography, design, printing and enhancement,” notes General Manager Mr. Miao Wentong. “As the industry’s leading provider, our customers are always looking to us to offer product that is both innovative and creative, yet increasingly more practical. We have produced over 5,000 customized menus and wine lists, which by now has not only met with the approval of our clients, but the millions of consumers they serve. Over the last 12 months, Scodix has allowed us to bring a whole new dynamic to our product offerings.”

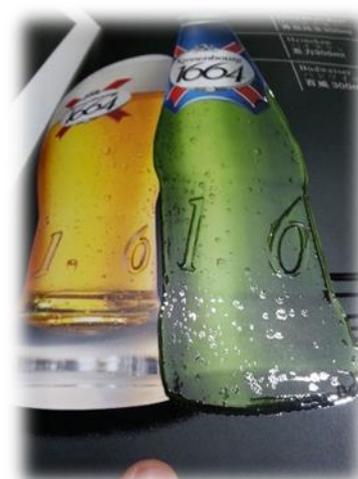
“We are a creative company first, always interested in new idea and new technologies,” he continues. “Our target market and target application primarily focuses upon restaurant menus, and the advertisement and design agencies that serve them. Our business is a channel sale model. We cooperate and support them with a variety of new and innovative ways of producing the traditional menu in a more appealing and eye-catching means. But recently, due to our implementation of Scodix, we are now also developing the magazine and book cover enhancement as a new and profitable revenue stream.”

“Last winter [2012] we installed our first Scodix Digital Enhancement Press and this vastly expanded our capabilities. As a leader in any category, you must keep growing to maintain your leadership position and [Scodix technology](#) clearly differentiated us from all others. The unique effects are ideally suitable for short to middle runs, and initially we saw it as a rousing way to enhance the inside pages of restaurant menus. The feedback has been very positive, and the unique effect has completely satisfied our customer base.”

Setting New Standards

Before Scodix, traditional means of applying the print enhancement types were both time-consuming and costly. “It was much more inconvenient for us to do enhancements when we didn't have Scodix. We had to send jobs out to external suppliers, wait for their response with proofs, apply edits and hope the alterations were what we wanted. Now, with Scodix we do it all in-house, and we can serve our customer much more efficiently with superior and unmatched capabilities, versatility, highest quality and confidence. We are now seen as also the value-added leader.”

“For us the biggest benefit of [Scodix SENSE™](#) is bridging a closer relationship to our end users. This closer relationship has meant greater product and brand loyalty. This has translated to our second benefit: increased revenues. And of course stronger customer ties and increased revenue means a stronger hold on our industry leadership position. In our business, higher quality brings higher profits and Scodix has meant all that and more to us.”





About Jing Ping Dao Yuan

Jing Ping Dao Yuan Beijing Culture Communication Co., Ltd. was established in 2001, and in just over a decade has evolved into the leading provider of printed menus in not only China, but internationally as well. The company specializes in menu and wine list design, printing, and binding services for restaurants, bars, cafes, night clubs, senior clubs and other food-servicing operations. The company's internal innovation has enabled marketing opportunities and their own brands, including "Wuwei menus", "Xicailong", and "Aowei Microelectronics Technology".

About Scodix

Scodix Ltd. is the leading provider of digital print enhancements for the graphic arts industry. Through our Scodix S Series, Scodix Ultra™ and Scodix Rainbow™ Station, we offer the breakthrough Scodix SENSE™ experience in America, Europe, Middle-East, Asia and Africa. The company's aim is to lead print enhancement into the digital age and to be known for its passion and commitment to providing what our customers need the most – true brand differentiation for today's highly competitive printing environment. For more information please visit www.scodix.com

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