

The Truth about Menu Cover Construction

Everything you need to make a good buying decision

Product research is not easy. What makes product research difficult is gathering all the facts. Once you have all the facts, the decision is easy. The following are the facts manufacturers must consider when designing their products:

- Fact #1-Menu cover manufacturers pay 50% less for light weight corners.
- Fact #2-Small corners fall off because they have 75% less clamping space.
- Fact #3-Cheap imported plastic costs 50% less than graphics grade vinyl.
- Fact #4-Scrim supported binding is more expensive but lasts 30 times longer than unsupported binding.
- Fact #5-Turned edge construction uses 33% more material.
- Fact #6-Bonded thread is more expensive but is 100 times stronger than regular thread. Using regular thread with two needles puts more holes in the material without adding strength.

Manufacturers should disclose the use of cheaper materials and pass this savings on to you. You have the right to know if cheaper materials were used in the construction of your menu covers and you deserve the savings.

KNG International is the only manufacturer using bonded thread, graphics grade vinyl, turned edge construction, scrim supported binding and large heavy weight corners.

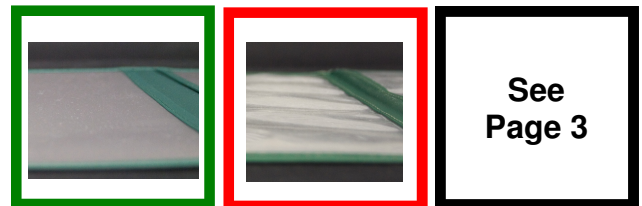
You have the right to know if cheaper materials were used in the construction of Menu Covers

We urge you to compare the materials used by all menu cover manufacturers. We are certain you will make a very good buying decision based on these facts.



Large, stronger corner

Small, cheap corner



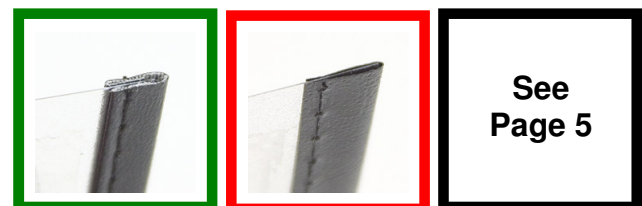
Durable, flat plastic

Wavy, cheap, imported plastic



Strong, scrim-support backing

Thin unsupported backing



Professional, hemmed edge

Unfinished edge not "turned under"



Strong, single bonded thread

Twice the holes, no extra strength

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Corner Selection

How to Identify?

Size of Corners: Measure the size of the corners on the menu.

Discoloration: Rub the corner, does the brass come off?

Small corners weigh 75% less and have 2 instead of 4 clips to catch the menu cover binding. The larger the size of the corner, the more material it can grasp and the stronger the grip.

Menu cover manufactures pay 50% less for lightweight smaller corners.

- Less than half the cost
- Less than half the weight
- Less than half the grip
- Less than half the protection

KNG International uses the largest and heaviest corners possible for our menu covers.



Large, stronger corner



Small, cheap corner

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Flat vs. Wavy Film

How to Identify?

Warping: Vinyl does not lay flat and appears wavy.

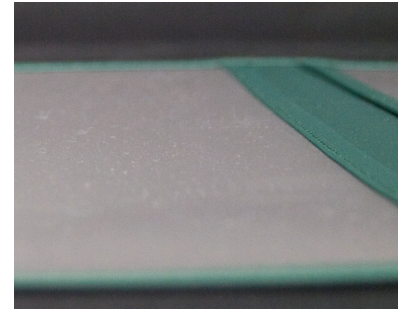
Discoloration: Vinyl begins to yellow when exposed to natural light

The durability difference of vinyl is enormous. The lower grade vinyl will begin to warp and discolor under normal use within the first couple of months. While the higher end graphics grade is constructed with durability in mind.

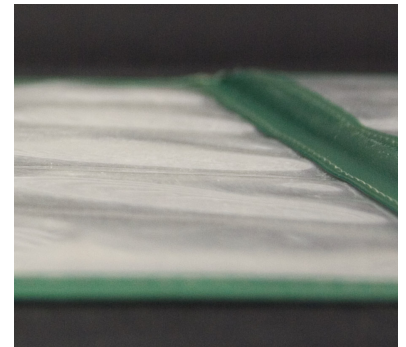
Graphics grade vinyl has the following characteristics:

- Chemical resistant
- Extremely tear resistant
- High-impact strength
- Excellent contact clarity
- Oil, grease & moisture resistant
- Dimensionally stable
- Thickness control of $\pm 5\%$
- Consistent smooth surface
- Exceptional lay-flat properties

KNG International 90 Day Guarantee assures you that your menus will last a long time and that we stand by our products unconditionally. We give you the full 90 days to verify the menus are durable and held to higher standards.



Durable, flat plastic



Wavy, cheap, imported plastic

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Supported vs. Unsupported Backing

How to Identify?

Unsupported binding: Extremely thin plastic without any backing or support underneath.

Polyspun binding: Thin layer of black felt on the underside of the binding.

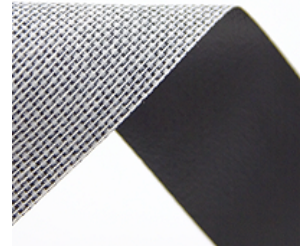
Scrim Supported binding: Contains tightly woven white threads to strengthen the material.

The strength and durability of the binding is what determines the longevity of the menu covers. Unsupported binding can tear easily, polyspun backed binding is inexpensive but has poor durability. Scrim supported binding is the most expensive but also the most durable binding made for menu covers.

The most expensive binding combination to a restaurant over the lifetime of the menu cover is

Unsupported binding—that is not turned under.

KNG International uses scrim supported turned edge binding to give you the longest lifespan for your menus.



Strong, scrim-support backing



Thin unsupported backing

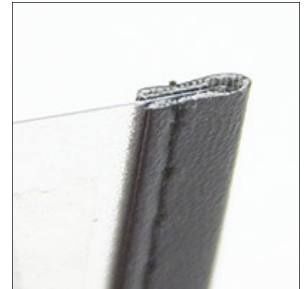
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Binding Methods

How to Identify?

Not Turned Edge: Edge of binding is unfinished
Edge of binding shows backing (if supported binding)
Uses 33% less material

Turned Edge: Edge of binding is turned under (hemmed)
Backing does not show
Requires four layers of material



Professional, hemmed edge

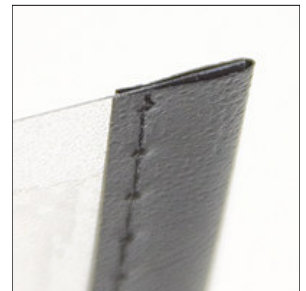
The least expensive binding combination to manufacture is:
Unsupported binding—that is not turned under.

The material costs less, you use less of it, and it's easier to manufacture.

The most expensive binding combination to a restaurant over the lifetime of the menu cover is: **Unsupported binding—that is not turned under.**

The menu looks cheap and lacks durability.

KNG International uses scrim supported, turned edge binding for a quality finish that will hold up through years of use.



Unfinished edge not "turned under"

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Bonded Thread vs. Double Needle

How to Identify?

Double Needle: Menu cover binding sewn with two needles
Single Needle: Menu cover binding sewn with a single needle

When KNG International set up our manufacturing facility, a specialized industrial engineer for commercial sewing was brought in. Leon Sherman, CMC was quoted as saying:

“Your competitors are doing it (double needle) for marketing purposes only. KNG International can sew with two needles for about the same cost as sewing with one needle, but why do it? I engineered your sewing line to use lock stitch, not chain stitch.”

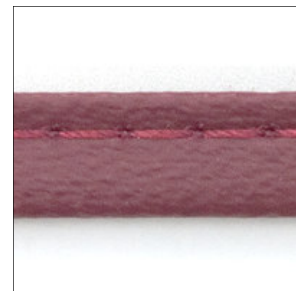
“Using two needles puts more holes in the material without added strength.”

“If customers are your concern, use bonded thread to extend the life of menu covers. It’s more expensive, but when exposed to moisture and abuse, bonded thread has a higher degree of durability and wear.”

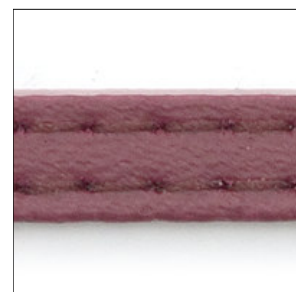
“If competitors are your concern, conduct tests. Prove your menu covers last longer.”

Leon Sherman, CMC
Industrial Engineer, Sewing

KNG International uses single needle with bonded thread to extend the life of your menu covers.



Strong, single bonded thread



Twice the holes, no extra strength