



Create DESIGN
PRINT & DELIVER
Branding MAKE OVER
CATERING SIGNAGE
SOLUTIONS
TRAINING CUSTOMER CARE marketing audit



Let's Create!

NUMBER 1 FOR SCHOOL MEALS MARKETING SUPPORT

Creating **fantastic dining** **environments** for over 18 years



WINDOW
INYLS



DESIGN
SOLUTIONS



100



1



SUB B



DIGITAL
SIGNAGE



A green rectangular sign with white text that reads "Fire exit". To the right of the text is a small white graphic of a person running.

Welcome to the UK's leading Education Catering Solutions provider. We offer a diverse array of products and services to support, enhance and improve any school meals service.

Whatever your need, Elygra is the answer!



Whether you are a small infant school, a large multi-academy trust or a caterer delivering a lunch service to hundreds of schools, if you are looking for long-term strategic collaboration and support or just to make a minor one-off purchase, or if you need help planning ahead or trying to deal with a last-minute challenge, we can supply all the professional management support that your service needs - quickly, efficiently and cost-effectively.

Making Your Life That Bit Easier

Helping you to carry out all the tasks you know that you should be doing, but somehow just never get the time for.

How Do We Do It?

With ever-reducing resources and budgets, it's reassuring to know there is someone available that you can trust to make a real difference to your catering service.

We employ a varied team of dedicated, customer-focused professionals including trainers, graphic designers, printers, sign-makers, fitters, marketers, copywriters, business managers and ex-heads of service. This wide skills-set enables us to respond successfully to almost every eventuality.

The peace of mind that having a team of experts at your disposal brings.

It Couldn't Be More Simple....

Want to make changes but don't even know where to start? Don't worry, you're far from alone. That's why we offer free consultations as standard.

After a friendly, open and frank discussion, designed to help you identify all relevant information, our consultants will provide you with a fully-costed proposal that's designed to overcome your existing challenges and meet your objectives – all with no obligation.

Since 2001 – Our reputation has been built upon our genuine interest in helping all clients achieve the best possible outcome every time.

Why put limits on what you can achieve? Give us a call today.



What can We do for You?



School Meals Support

From the production of a Catering Tender to coloured wristbands (and everything in between), we provide it all – customer retention booklets, impact reports, quality control audits, market research, consultancy, copywriting, marketing strategy and stakeholder communication plans.



Branding and Signage

Everything you need to create an attractive and user-friendly dining environment for your pupils – dining room upgrades and refurbishments (with schemes suitable for single and dual-use areas), painting and decorating, pop-up banners, internal and external signage, menu display, point of sale materials, furniture and dining room accessories.



Marketing and Promotions

Whether you need to increase the uptake of your school meals or simply remind everyone how good they are, we make it easy – scheduled promotional activities, theme day events, parent evening promotions, Governor kits, tasting sessions, leaflets, direct mail, calling cards.

Note: as well as thinking 'outside the box', we are used to creating designs compliant with any relevant 'corporate' guidelines.



Design Solutions

Present yourself in the best possible way! Our team of motivated and talented designers will provide you with friendly, one to one support to meet all your design needs – logos, concepts, artwork, typesetting, development and consolidation.



Print

We won't be beaten on price. Make sure that your print truly reflects the quality of your service – theme packs, new starter folders, leaflets, posters, stickers, menus, large format print.

Note: many print materials are available pre-designed, saving you time and money.



Digital

Meet your customers' ever-increasing IT expectations by providing up to date information in a responsive and accessible fashion – digital menu displays, website construction and maintenance, social media, digital media.



Training

Is the quality of your meals being let down by poor presentation or customer service? Are you struggling to get kitchen and dining room staff to work as a cohesive team? Do your managers need to adopt a more professional approach to customer care? Would your team benefit from a bit of motivation? – a wide range of full and half day courses available. Bespoke courses can also be developed to meet your specific needs.



Supplier Support

Working to assist supplier access/develop relationships within the Education Catering Market and provide in-tune marketing support – copywriting, design, introductions, database activity, vehicle livery, exhibition stands, promotions.



Events

Successful events – stress free! Catering exhibitions, awards evenings, seminars, jobs fairs, supplier events, putting a show 'on the road'.





School Meals Support

Too much to do?

Don't let the fact that you're short of time compromise the service quality provided to your customers.

We all know the stuff we should be doing to develop and promote our school meals service, and we've often got most of the skills we need to do it well. The one resource we don't have however, is time. The reality is that the demands of the day job mean that many non-essential tasks end up getting relegated to the bottom of the pile and addressed at the last minute. Consequently, the end result can be underwhelming and not as effective as it could have been.

At Elygra, we understand the specific challenges and constraints experienced by our colleagues in the education catering industry. That's why we've devised a whole range of products and services designed to make your life that little bit easier, while at the same time securing the results you want.

View more examples at elygra.co.uk



Elygra Education Catering Solutions - A Welcome Addition to Your Management Team

Retention Booklets and Impact Brochures

Are you looking for innovative ways to further promote the quality of your service?

Our superb high-quality booklets, available in a range of sizes and finishes, offer you the opportunity to remind your customers, in user-friendly format, of the benefits that your service offer provides. Full print or design-only options available.

Note: unlike in-house print units, we can provide informed narrative that is specifically designed to appeal to your customers.

Relying on schools to remember all that you've achieved throughout the year? – How much kitchen equipment you've purchased? How many cancelled break services or menu changes you've accommodated? Why risk them forgetting? Use our stunning impact brochures to formally remind them of the level of proactiveness and responsiveness that your service has provided.

Consultancy Service, Health Checks and Quality Audits

Need evidence that you are consistently providing the service that your customers deserve? Advice on how to increase efficiency within, or develop your service at, an individual or group of schools?

Arranging an independent audit of your meals service is an excellent way to demonstrate to your customers that you are serious about service delivery and that you aren't taking their business for granted.

As an employer of several ex-catering service managers, Elygra is in the unique position of being able to offer a full catering operations consultancy and auditing service. At the end of each audit, you will be provided with a bespoke action and improvement plan, the implementation of which regularly covers the initial cost of the audit.

- Further services available:
- Productivity reviews.
 - Kitchen Managers - training in financial and systems management.
 - Ongoing telephone support service.
 - Meeting facilitation.
 - SLA negotiation.
 - Contract monitoring.

A single, half-day visit could make all the difference to the success of your lunchtime service!

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Market Research

Undertaking market research will help you determine where you are now and where you need to be in order to meet customer expectations. Using external resources will generate honest feedback, thereby assisting you to develop your service, optimise your funding and target your activities to maximum effect.

Group interviews with Students

Elygra's impartial and effective group sessions are guaranteed to generate valuable information that will inform your future action plans.

Playground interviews with Parents

Conducted at pupil collection/drop off times. Facilitates a two-way flow of information that allows you to get your essential messages across, whilst also dealing with parent issues and concerns.

Online Market Research

Using our tried and tested software, we can create a bespoke online survey for you. Our service includes collation and analysis of the data with full report containing recommended actions.

Publishing Your Results

Customers will want to know that you have taken on board their feedback and, where necessary, are taking appropriate actions. We have a number of ways to help you report back, each designed to provide the information in the format most likely to be received, absorbed and understood by your target audience:

- **Summary posters**
– ideal for secondary schools where students may not be motivated to read written reports.
- **Electronic or hard copy reports**
– ideal for sending home to parents.
- **High quality, user-friendly A4 brochures**
– suitable for formal reporting to Head teachers and Chairs of Governors.

Further services available:

- Targeted stakeholder sampling
- Mystery shopping
- Real time observations and food sampling



Copy-writing

Never underestimate the power of the written word – be it in hard copy or electronic format. If done properly, it can be one of the most efficient and cost-effective ways of maintaining a high profile within your target market. Intelligent messaging is essential to your organisation's positioning, longevity and success.

Creating copy that inspires – and designs that enhance your message.

Copy can be simple enough to produce. Eloquence is not a necessity, it is more important that the words are fresh and convey truthfulness. Yet poor phrasing, grammar, spelling, or narrative that is less than memorable – all frequent occurrences when copy-writing is squeezed into the day job – can easily undermine the professional image that you wish to portray.

Our talented writers will create copy that is imaginative, interesting, persuasive and is appropriate for the media in which it is to be used.

It can be the difference between producing a simple customer information document and an effective sales tool that actively contributes to the success of your service.

Strategy and Stakeholder Communications Plans

We are happy to provide support whenever you need us, but optimum value is achieved when all activity is provided as part of a strategic, cohesive annual marketing and stakeholder communication plan. We make it easy for you. All we require is an initial consultation with you to agree what your objectives are for the year and then you can step back and let us do all the work.

Plans suitable for catering providers, MATS or individual schools are available.

Imagine never having to worry about the email you should have sent, or the newsletter you should have produced? Or the comfort of knowing that all your stakeholders have been given all relevant information at the optimum time will bring? We can make it happen for you.





Branding and Signage

We say:
ban scruffy notices,
drawing pins and sellotape

Make sure your branding,
signage and menu boards
reflect the professionalism of
your organisation or school.

View more examples at elygra.co.uk



Is your dining room a pleasant place to be?

Would you frequent it if you were a paying customer and had any choice in the matter?

It was said in the School Food Plan, and has been repeated in almost every school meals report produced in the last ten years; **The Dining Room Matters!** Pupils, especially those from areas of high deprivation, often choose not to take a school meal because the dining area is unattractive and presents a poor environment for social interaction.

The fact that branding and signage is our biggest area of activity indicates that many schools and caterers have recognised this and are taking action to improve facilities for their pupils/customers.

However, some are still nervous or have concerns that the process may be complicated, time-consuming, expensive or simply not possible where dining takes place in a dual-use area.

Our fantastic range of high quality products and finishes will help you make the most of your available space, giving your pupils the best possible dining experience.

We offer the complete package in dining room updates, from the creation of a new brand to supplying fixtures, fittings, furniture and even a full redecoration. Most importantly, we can work to any budget.

Creating an attractive dining room is much less expensive than you might think

A little dressing can go a long way. Furthermore, the addition of effective signage can assist pupil management and help to create a calm, pleasant user-friendly space that seems welcoming to even the youngest of pupils.

Colour your dining room calm and peaceful

Whether you prefer bright and colourful or calm and sophisticated, whether you are looking for an infant, junior or secondary school scheme, we are the leading experts in school dining room branding and refurbishment, creating stunning schemes for both single and multi-use areas.

We make it easy:

- ✓ A high-quality and responsive service tailored to your specific needs.
- ✓ Exciting, innovative schemes that will delight both pupils and parents.
- ✓ Excellent value for money – our artwork costs include concept development and amends.
- ✓ All fitters hold up to date DBS certificates.
- ✓ We fit to specification on delivery.
- ✓ Full risk assessments and work-method statements completed.
- ✓ Minimum disruption – our fitters are sensitive to the demands of working within a school environment.
- ✓ We allocate a dedicated project manager and full admin support.
- ✓ Regular status updates and performance reports provided.
- ✓ Photos of all completed jobs provided.
- ✓ Full aftercare and snagging service.

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Beautify Your Space in Four Simple Steps

Step 1

Create Your Brand

Our graphic design team are able to produce stunning schemes that will meet all your needs.

Springboard for ideas - design is an organic process. Whether or not you have a starting brief, our designers will work with you to create a scheme you love. There is no risk. You have total control of the process at every stage. Unlimited amendments guarantee a successful final result.

- ✓ Full consultation. Takes account of your views and design preferences.
- ✓ Successfully and imaginatively portray the desired image and values of your school or organisation.
- ✓ Choose from brands with a food focus or a more generic or aspirational theme for dual-use areas.

Step 2

Finalising Your Collection

Once your brand has been agreed, Elygra will develop it to suit the various requirements of your dining room.

You then send us the dimensions required, along with some photos of the areas to be branded (or we can measure up and take the photos for you), and we will create and send you an electronic 'mood board' and visual mock-ups of the final result.



Step 3

Identifying Any 'Extras'

Need new salad trolleys?

Waste stations?

Cutlery units or mobile tray shelves?

We've got the lot.

We can also breathe new life into existing equipment by branding it to complement your new scheme.



Step 4

Installation

Installation for a large secondary school or college takes one working day on average. A primary school will normally take half a day. Our DBS certified fitters have vast experience of working in school environments and will work around you and your lunch service to cause minimum disruption.

But why limit **your** scheme to the **dining room**?

Your brand can be extended throughout the wider school to create a cohesive, **professional environment** that will impress pupils, parents and visitors alike!

Multi-site providers.

Planning to roll out your brand across all schools? Simply add a couple of extra steps ...

Step 2a

Agreeing the Options

The design has been agreed, the scope of your collection finalised, so now's the time to sort out how it will be made available to your schools. For each element of your scheme, we will agree the options to be made available and use these to create your attractive, professional-looking brochure.

- ✓ Size options?
- ✓ Landscape and/or portrait?
- ✓ Colour-ways?
- ✓ Finishes?

Added Value! Maximum Impact! We will carry out site visits and produce the proposals for your flagship schools on your behalf.

Step 3a

Branding Your Flagships

A picture can paint a thousand words. A site visit can paint a million! Creating a flagship school in both the primary and secondary sectors can provide you with a fantastic tool to assist in convincing other schools that branding is the way forward.

Whether you use your flagships to create stunning photographs or encourage school decision-makers to visit and undergo the branding experience first-hand, providing attractive visuals will substantially strengthen your case.

Step 4a

Rolling Out Your Brand

You set the budget per school. You decide the core branding requirement for every school. Then to expand as required, using the brochure described in 2a, your managers simply generate their order and spec for each individual school on our pre-printed order forms.

If you wish us to measure on your behalf, that's fine too. We can avoid taking up too much of your managers' time by visiting their schools and producing the individual branding specifications on their behalf.

Our caring and experienced support team will make all contact, delivery and fitting arrangements directly with each school.



View more examples at elygra.co.uk



Focus on... Dual use areas



Dual use areas



Even the least discerning customer would prefer not to eat their lunch in the gym! We have a range of materials that can be used to disguise the fact that your dining area is dual-use. All items can be modified to include your school/organisation's logo.

Artwork

- ✓ A range of sizes and finishes available.
- ✓ Off the shelf or designed to specification.
- ✓ Food focus, aspirational or instructional options.

Trolley-wrapping

- ✓ Suitable for new and existing trolleys. Can be used to create a cohesive look between the two.
- ✓ All trolley sizes accommodated.
- ✓ Wide range of 'off the shelf' designs available. Designs can also be produced to your specification.
- ✓ Permanent or magnetic versions available.
- ✓ Magnetic versions can be fitted in seconds – allows for seasonal changes.

Free-standing menus

- ✓ Information can be changed in seconds.
- ✓ Useful for display of daily and weekly menus and advance promotions.
- ✓ Can be adapted to accommodate up to four notices.
- ✓ Portrait, landscape or a mixture of both.
- ✓ Robust – will withstand the demands of the busiest dining room.
- ✓ Easy to move.



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Mobile backdrops

- ✓ Gives a temporary service area a more permanent look and feel.
- ✓ Increases the potential for branding and improved servery presentation.
- ✓ Your design and logo. Backdrops can be made to coordinate with trolley wraps.
- ✓ Can be used to hide an unsightly or furniture storage area.
- ✓ Dual use – reverse features notice board area for use over wider school day.
- ✓ Space-saving – can be pushed against the wall when not in use.

Salad trolleys / Cutlery and tray stations / Waste collection

- ✓ Junior and infant versions available.
- ✓ Various container sizes available.
- ✓ Mix n' match colours - to complement your scheme.
- ✓ Add your brand or logo.
- ✓ Floor standing or table-top models.

E-Vision digital screens

- ✓ Secure, easy to use.
- ✓ Stand alone or network models.
- ✓ Requires only a 13-amp plug.
- ✓ Full training provided.

Signage is a powerful medium which can help reduce confusion and increase confidence - especially in new users. If used effectively, it can also help to bring your dining room to life!



Focus on... Signage

Signage

Menu display, tariff boards and point of sale materials – we design and manufacture in-house. We have a wide range of wall-mounted and free-standing styles to suit any budget.



- ✓ Profile-cut boards – Want a particular shape or size? We can supply!
- ✓ Floor-standing – Can be moved to display in high traffic areas or where wall space is limited.
- ✓ Suspended – Includes all fixings and fitting. Ideal for displaying menu information above serving counters.
- ✓ Counter/table top – Clear acrylic. Offers flexibility and can be moved as changes to your service offer dictate.

We can employ stand-off and 3D lettering to make your signage stand out even more.

Focus on... Light Boxes

Light Boxes

Fact: In busy dining rooms, your customers are 19% more likely to notice your promotions if they are suitably lit. Effective advertising = increased sales!



Available in a range of sizes:

- ✓ Can be fitted in minutes – only requires a 13-amp plug socket.
- ✓ Strong and stylish.
- ✓ 10,000 hours bulb life – virtually maintenance free.
- ✓ Low energy LED backlighting for bright, vibrant images.
- ✓ Satin anodised snap-frame. Allows for quick and easy change-over of information.

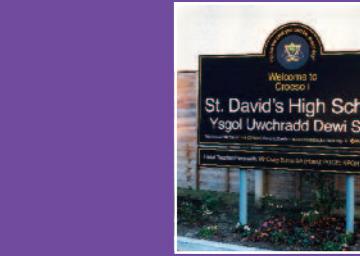
Multi Sites? We can help!
Ask about our installation service.

Focus on... Banners and External Display

Banners and External Display

What better way to create a positive and lasting impression than with stunning outdoor signs and banners that present your school in exactly the way you intend? We offer a choice of materials, finishes and effects to create a coordinated and impressive appearance:

- ✓ School name signs.
- ✓ Weatherproof boards.
- ✓ Lockable frames.
- ✓ Window vinyls.
- ✓ Directional signs.
- ✓ Cut lettering.
- ✓ Pavement stands and A-frames.
- ✓ Vinyl banners.
- ✓ Flags.
- ✓ Pull-up banners (complete with carry case).
- ✓ Welcome signs.





Marketing and Promotions



Making sure
that your voice
is heard **above**
the noise

View more examples at elygra.co.uk



There is a vast array of stakeholders associated with any school meals service – pupils, parents, business managers, head teachers, teaching staff, governors, dining room and kitchen staff, catering managers, nutritionists, and local and national politicians and press. Each of these stakeholders has both a view about and the power to influence the success of your meals service. Each is continually bombarded with hard-hitting media messages. Consequently, it is no longer sufficient to simply provide a strong product and service and hope that they will choose to support you.

Furthermore, we can no longer rely on good food and service and UIFSM to keep meal numbers high – and the days of promoting your service by pinning a sheet of A4 to the servery door are (thankfully) long gone.

To be effective, promotional campaigns must be **attention-grabbing**, consistent and well thought out and presented. They need to clearly describe the **benefits** to the customer and must compare favorably to experiences on the high street. There must always be something new and **innovative** on the horizon.

Whether you're looking for theme days, support for parents' evenings, food tasting events or a simple business card, we offer a wide range of innovative and exciting promotional materials suitable for every occasion.

- ✓ Annual marketing and promotions plans.
- ✓ Calendar of theme events – provide your pupils with a calendar full of fun lunchtime activities with minimum fuss or effort.
- ✓ Dining room behaviour monitors and posters.
- ✓ Parents evening/open day kits – helping you optimise take up of meals by presenting your key messages in a professional, user-friendly and cost-effective way.

- ✓ New pupil starter packs.
- ✓ Light boxes.
- ✓ Food tasting stations.
- ✓ Leaflets and brochures.
- ✓ Posters and menus.

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Focus on... Annual Marketing and Promotions Kits

We all need to find new ways to keep our customers interested and coming back for more. Let Elygra do the hard work by completing all activity planning for you! Simply choose from one of our fantastic promotional kits and then add as many extras as you like.

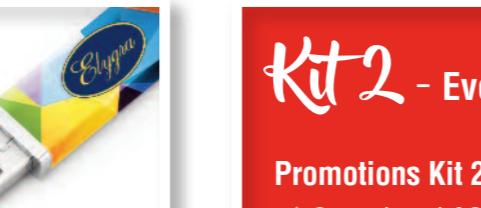
Choose from:

Around the World
Best of British
Bonfire Night
Chinese New Year
Christmas Lunch
Come Dine With Me
Diwali
Eat A Rainbow
Easter Lunch
Father's Day
Football Fever
Halloween
Healthy Eating Week

Hungry Caterpillar
I Love School Meals
Independence Day (USA)
Leavers' Lunch
National School Meals Week
Red Nose Day
Sports' Day Picnic
St. Andrew's Day
St. George's Day
St. Patrick's Day
Teddy Bears' Picnic
Walk to School Week
World Book Day
Wimbledon



Kit 1 - Artwork only



Artwork only

Within **Promotions Kit 1**, you will be provided with a data stick containing all the promotional materials you need for the whole year. Simply print as many copies as you need.

- ✓ Customisable letter to headteacher.
- ✓ Customisable letter to parents.
- ✓ Attractive A2 year planner – suitable for display within dining rooms and reception areas.
- ✓ A range of 11 stunning, full colour posters to enable you to promote each event.
- ✓ 11 open-belly posters for you to include further information about each event.

Good Value ...

**Choose Your 11 Posters from the list
(on the left) and we will add your logo...**

Kit 2 - Even easier

Promotions Kit 2 includes:

- ✓ 2 x printed A2 year planners, folded to A3.
- ✓ Customisable letter to headteacher.
- ✓ Customisable letter to parents.
- ✓ 2 x copies of each of your 11 selected posters each printed to A3 size.
- ✓ 2 x copies of each of your 11 selected open-belly posters, each printed to A3 size.

All the contents of your promotional pack will be collated into a smart, branded wallet.



Use our fun **extras...**



... to add value to your event:

- Attractive advertising board with A3 pocket to display your promotional posters.
- Stickers – packed in 100s with a different design for each promotion.
- Themed party packs (contents vary for each promotion).

Did You Know?

We add new products and services to our range every term. Check out our website for our latest offers.

Focus on... Free Meals

Worried that uptake will drop as a result of the changes to Universal Credit? Don't leave it to chance. Use our high-impact Free Meals Kit to help parents understand why school meals are the best option for their child. Mix and Match from our range of attractive materials to achieve a whole school approach to promoting free school meals. All items are easily transportable and can be moved from school to school as the need arises.





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Need help bringing your ideas to life?

Do you want to refresh your image or go in a different direction? Do you want to achieve a stylish and cohesive look that reflects the values and professionalism of your organisation or school? Take action to raise your positive profile.



Design

View more examples at elygra.co.uk



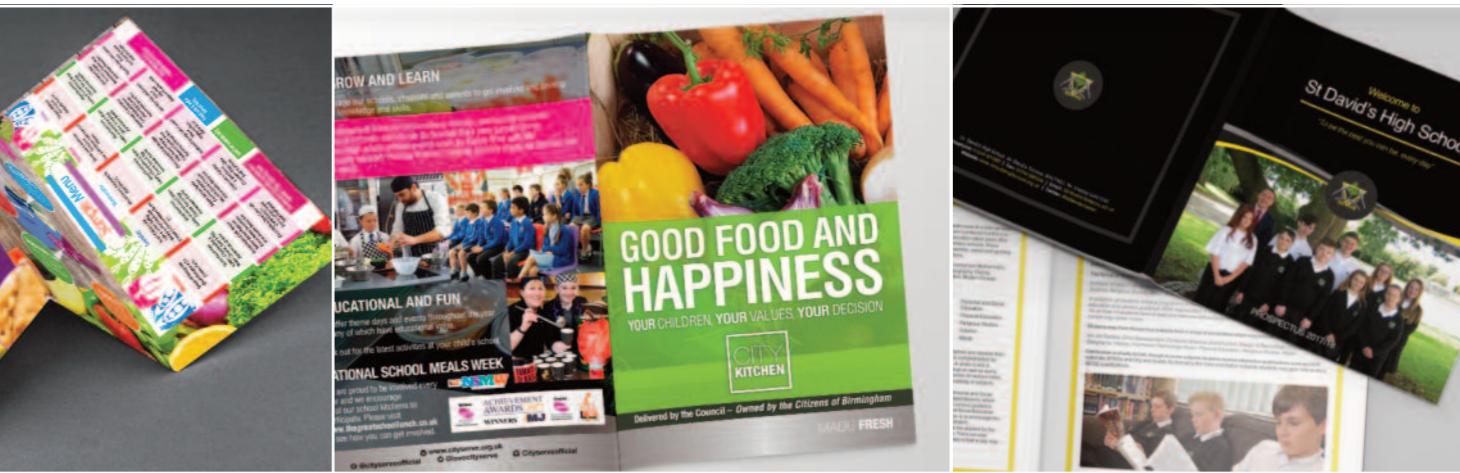
Don't know where to start?

Our talented designers will provide you with friendly one to one support to meet all your design needs.

Take up our invitation to work with our dedicated and highly-experienced graphic designers to create beautiful designs that both you and your customers will love. We can supply logos, concepts, artwork and typesetting to meet your exact needs.

One stop shopping. Why limit good design to the dining room?

Elygra are able to meet all your design (and print) needs ...
from a simple newsletter to an impressive prospectus.



Restricted by 'corporate guidelines?'

As long-time suppliers to the public sector, we are used to working within such restraints and are experts at helping you achieve the best possible outcome.

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Focus on... Wall Art

Mixing and matching our aspirational, instructional or fun artwork is a great way to underpin the ethos of your school or organisation.
Create your gallery in three easy steps:

Step 1

Choose your image or message

- Instructional.
- Aspirational.
- Fun.

We have **over 30** to choose from!

Want bespoke styles, sizes, messages, images or
your logo to be incorporated? Call us today for a quote.



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Step 2

Tell us the size you require

Standard sizes:

- 500mm x 500mm.
- 1000mm x 1000mm.
- 1000mm x 500mm.

Step 3

Choose your finish

Canvas – a hard wearing indoor material that has a classic feel, making it a perfect substrate for image-based designs.

Dibond – a rigid, lightweight metal-based material, ideal for external signage. It has a high quality smooth surface.

Foamex – a rigid, indoor-mount option. A PVC foam board which is lightweight yet hardwearing due to its fine cell structure and flat, non-crumbly surface.

Perspex – can be used indoors or outdoors, is non-shatter and has a greater impact resistance than glass. It is hygienic, easy to clean and abrasion resistant.

Dibond, Foamex and Perspex artwork can be profile cut to any shape you require.





Making sure that your print truly reflects the quality of your service

Despite many of our customers having access to in-house print services, they continue to use Elygra for all their printing requirements.

Why? Because we have extensive first-hand knowledge of the education catering industry and, because we understand what motivates your customers, we are able to add the value not readily available from generic print services.



Print

View more examples at elygra.co.uk



Whether your order is for stationery, leaflets, posters, stickers, menus or large format print, we understand what you need the printed word or image to achieve and so are able to advise and support you accordingly – no fuss, no frustrations, no time-wasting.

- ✓ Catering bids.
- ✓ Year planners.
- ✓ Theme packs.
- ✓ New pupil starter folders.
- ✓ Information leaflets.
- ✓ Posters.
- ✓ Stickers.
- ✓ Large-format print.

Save time and money. Ask about our pre-designed and editable format options.



Elygra Education Catering Solutions – Delivering on Expectations

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Digital

Making your service accessible and responsive for your customers

Today's customer expects to access maximum information for minimum effort. Whether in the school dining room or on the high street, the decision to consider making a purchase is often determined by the quality of the digital information available.

If this isn't up to standard, then your potential customer may not get as far as checking out your actual food and service quality. They will already be considering other options.

View more examples at elygra.co.uk



Avoid losing customers before they've even stepped into your dining room!

Once they have ventured through your door, it is essential that your menu and other customer information is easy to view and understand. Like it or not, many of your customers will be comparing your provision in this area to the high-tech approach they now receive in high street outlets such as McDonalds and KFC. If you compare badly, you are giving them another reason to walk away.

Whatever your digital needs – websites or social and digital media, our helpful, expert team will deliver.

Elygra can help you avoid the trap into which many school meals services regularly fall – presenting menus and websites as basic information points rather than as effective sales tools.

In fact, the menu is the most important sales document for any catering establishment and should be treated with utmost respect and care. Elygra can help you achieve this in two exciting ways:

- Website construction and maintenance.
- Digital Menu Display (E-Vision).

Improving Your Online Presence

Is your website a basic information point or an effective sales tool? Make sure you're not limiting your chances for success.

A successful website must:

- provide all the key information a customer may need.
- capture their attention and generate interest.
- be easy to navigate.
- entice them to buy.
- be responsive to their queries and concerns.
- inspire confidence in your service by reinforcing your brand values.

Whether you require a 'stand-alone' model or just a link to an existing site, Elygra can help you meet all these objectives. Furthermore, within our **standard package**, we can create a facility for you to easily add news items, photos and updates and for any customer queries to be directed straight to your email account (or to multiple accounts!).

Short of resources? Try our complete service package - we carry out all of these functions on your behalf. We also subject your site to an annual health check.

Improving Your Dining Room Information

Digital media is the growing trend in dining room signage, one which better reflects pupil experiences on the high street. Our E-Vision digital display screens are currently the fastest growing sector of our business, offering unique products which allow you to display daily menus and other messages in a professional, user-friendly and effective way.

Easy to install and operate – even for the most nervous technophobe – our screens are suitable for use at dining hall entrances, in high traffic/queuing areas, behind food bars and counters and at cash revaluation machines. We even have counter-top models to stand directly on your food bars.

Providing Sales and Promotional Information in a Media with Which Your Customers are Familiar.

REQUEST A SITE VISIT AND CONSULTATION | CALL: 01244 399900 | EMAIL: mail@elygra.co.uk



Plug n' Play

Our most popular model, Plug n' Play, is simplicity itself. No network or WI-FI needed. Plug n' Play requires only a socket and 13-amp fused spur. Simply plug in the USB, let the information upload and the material will continually loop until a new USB is inserted.

Plug n' Play is tamper proof and is available in both wall-mounted and free-standing versions.

Features

- Specifically designed for school dining rooms.
- Simple for frontline staff to operate.
- Training session and step by step written instructions provided.
- Telephone support service.
- Tamper-proof protective panel.
- Range of screen sizes available.
- Installed by highly experienced fitters.
- All artwork sent to you for feedback and approval before being produced.
- Inexpensive to run.
- Extended warranties available, plus full support and back up provided.

Can be used to share allergen and special dietary information

Getting started

It's much easier than you might think. Simply choose your screen locations and sizes and forward them to us, along with your required content and preferred installation and staff training dates and let us do the rest!

Our graphic designers will create a bespoke program featuring your required menus, tariffs and promotional information in your preferred style and format and featuring any logos and artwork you require. These will be presented to you in one of two ways:

- On a series of fully labelled USB sticks – one for each program.
- In electronic format ready for you to store on your pc and copy across to a USB stick when needed.

Best for

- High traffic areas where the information displayed doesn't need to be changed over the course of the day.
- Behind serving areas to replace printed point of sale.
- The 10" screens are ideal for siting near cash revaluation machines.

Once you are ready to go live, you simply insert the USB and the screen will do the rest.

If you need the facility to change the details or the format of the information displayed yourself, we can supply your information as a PowerPoint file. This allows you to change the details you need, whenever you need. You can then convert the file to an MP4 in Word (Much easier than it sounds, but we'll show you how).

Should you need, over the course of the day, to change the information being displayed, simply mount the screens in an area easily accessible to your catering staff. At the appropriate time, they then just insert the USB with the applicable information (breakfast, morning break, lunchtime, Monday, week 1 etc). The new program will upload and continue playing until the next USB is inserted.



Rapid n' Remote

The ultimate in convenience, our more sophisticated option offers even greater ease and flexibility. In addition to the USB system, Rapid n' Remote can be updated via the internet using licensed software. This allows it to be pre-programmed to show, for example, your breakfast, midmorning and lunch offers at the correct times.

As with Plug n' Play, they operate from a single socket and wall-mounted or free-standing versions are available.

Features

As Plug n' Play plus:

- Advance scheduling of differing playlists.
- Remote editing.
- Multi screen editing.
- Screen licence free for first year.

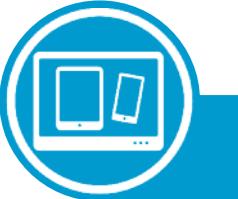
Best for

- All service points where the meal offer varies over the course of the day.

Getting started

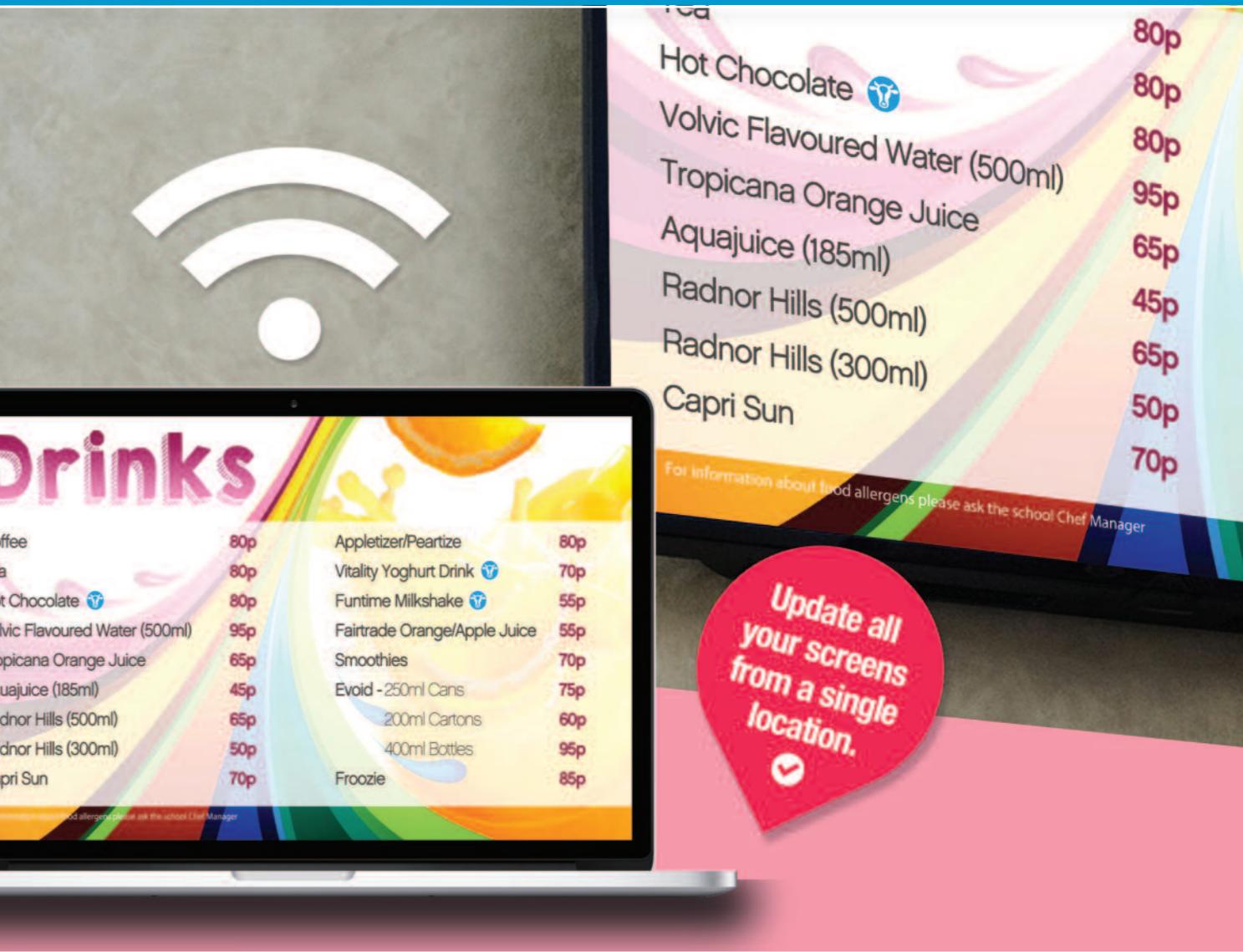
The process is exactly the same as for Plug n' Play except that, as well as sending you USB sticks, we will also upload your information remotely. You will be given login details to access the system and make changes as you require.

Consult our specialists for help with an order, customisation, or design advice.



Summary of Direct Benefits:

- Increased sales/meals take up.
- Increased direct communication with parents and decision-makers.
- Daily information reduces decision making time at the point of sale = quicker queues!
- Can be used to promote the service throughout the entire school day.
- Increases the success of promotional campaigns.
- Reduces cost of printed media.
- Modern high street technology, enabling you to display information in a way that appeals to your customers.
- Flexible, bespoke communication package puts you firmly in charge.



I CAN'T DO
EVERYTHING TODAY
...BUT I CAN TAKE
ONE SMALL STEP



Training

Your Catering Team - the key to continued success

They can cook a good meal and keep a clean kitchen, but do site staff unintentionally undermine your service with poor servery presentation or customer service skills? Have they truly got the message that 'Customer is King'? Do dining room staff understand the influence they have in creating a positive lunch time experience? Are your catering managers struggling to adapt to the new roles and priorities that commercial competition demands of them?

View more examples at elygra.co.uk



All service industries benefit from a well-trained and highly-motivated workforce. Indeed, 'people' form the third corner of the school meals 'triangle of success' (the other two being 'food' and 'environment').

More than ever, it is essential that your staff fully understand and are able to deliver their role in generating high levels of customer satisfaction.

'Elygra can help them to achieve this'

“Customer service has everything to do with consistency, systems, training and the habits you and your team create! ”

Elygra - Providing Skills and Improving Attitudes

We provide affordable full and half day training courses that will motivate and inspire your team. Our training is industry-specific and is delivered by qualified marketing and catering professionals.

Bespoke and 'Off the Shelf' courses available

- Marketing and Sales in School Meals Environment.
- Marketing Planning.
- Managing Change.
- Leadership and Supervisory Skills.
- Customer Service Excellence.
- Effective Communication.
- Mid-Day Supervisors – The Importance of Customer Care.
- Training the Trainer.
- Catering Managers – Increasing Commercial Awareness.
- Merchandising and Upselling.
- Increasing Productivity.

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Supplier Support

Taking an
all-inclusive
approach to
school meals

View more examples at elygra.co.uk



Elygra works hard to make sure that all stakeholders contribute to a successful school meals service.

An important part of our remit is to assist suppliers in developing more productive relationships with schools and caterers in order to better meet this objective. The support we offer includes:

- ✓ Formal introductions.
- ✓ Soft sales.
- ✓ Food tasting sessions.
- ✓ Copywriting in tune with target markets.
- ✓ Database management.
- ✓ Vehicle livery.
- ✓ Events management.
- ✓ Promotions.
- ✓ Exhibition stands.



Elygra - Providing Help Whenever You Need It

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Events

Successful events - stress free!

From parents evenings, open days and galas, to exhibitions, awards evenings, seminars, job fairs and supplier functions, Elygra have the skills and experience to ensure that your event is memorable for all the right reasons.

View more examples at elygra.co.uk



Focus on...

Parents' Evenings

Need to promote your school meals?

Whether to Parents or Governors, you only get one chance to make a positive first impression. Use our easy to assemble kit to give all your stakeholders the confidence that your pupils are well catered for at lunch times.

Helps communicate with all stakeholders

Our school meals presentation pack guarantees a professional appearance at any school event, enabling you to communicate your desired messages easily and effectively.



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Add the finishing touch to any setting with our exclusive range of Dining Room Accessories designed by caterers for caterers. Visit brightaway.co.uk for inspiration.

T: 01244 399900 E: letscreate@elygra.co.uk W: elygra.co.uk

A: Unit 6, The Quad, Sovereign Way, Off Sealand Road, Chester, CH1 4QP



Marketing Services, Imagery & Creativity