

# 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.

## **There are 5 factors to consider when selecting menu covers:**

### **1. Large vs. Small Corners**

Corners used by other manufacturers weigh 75% less and only have 2 clips to hold the menu cover binding, compared to 4 used by KNG. Our larger corner holds more material and makes for a stronger grip.

KNG Menu Cover Corners:

- Provide better grip
- Offer better corner protection
- Weighs more for increased durability

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

**Check for Discoloration:** Rub the corner, does the brass come off?

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



Large, stronger corner, by KNG



Small, cheap corner

### **2. Flat vs. Wavy Vinyl**

The durability difference of vinyl is enormous. Some lower grade vinyl will begin to warp and discolor under normal use within the first couple of months. KNG's professional graphics-grade vinyl is constructed with durability in mind.

Our graphics grade vinyl has the following characteristics:

- Chemical & tear resistant
- High-impact strength with excellent contact clarity
- Oil, grease & moisture resistant
- Dimensionally stable with thickness control of +/-5%
- Consistent smooth surface
- Exceptional lay-flat properties

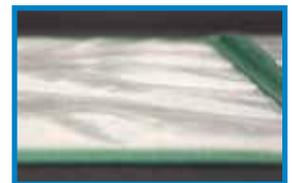
**Watch for Warping:** Vinyl does not lay flat and appears wavy.

**Check for Discoloration:** Vinyl begins to yellow when exposed to natural light

*KNG 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, by KNG



Wavy, cheap, imported plastic

# THE TRUTH ABOUT MENU COVER CONSTRUCTION, cont'd

## 3. Supported vs. Unsupported Binding

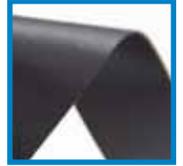
The strength and durability of the binding determines the longevity of your menu covers. KNG's scrim-supported binding is the highest quality and the most durable binding made for menu covers.

**KNG's Scrim Supported binding:** Contains tightly woven white threads to strengthen the material.

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



Strong, scrim-support backing by KNG



Thin unsupported backing

## 4. Turned Edge vs. Not Turned Edge

Other manufacturers save costs by not turning under the edges of their binding and the result is a product that looks cheaper and lacks durability.

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

**Turned Edge:** Edge of binding is turned under (hemmed), backing does not show, requires four layers of material.

**Other Menu Edges:** Edge of binding is unfinished, shows backing (if supported binding), uses 33% less material.

***KNG uses scrim supported, turned edge binding for our menu covers.***



Strong, scrim-support binding by KNG



Thin unsupported binding

# THE TRUTH ABOUT MENU COVER CONSTRUCTION, cont'd

## 5. Bonded Thread vs. Double Needle

When KNG 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 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."

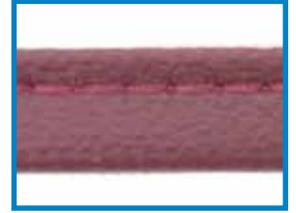
"If competitors are your concern, conduct tests. Prove your menu covers last longer."

**Leon Sherman, CMC**  
**Industrial Engineer, Sewing**

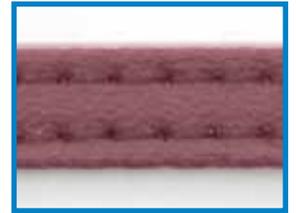
**Single Needle:** Menu cover binding sewn with single needle.

**Double Needle:** Menu cover binding sewn with two needles.

*KNG uses single needle with bonded thread to extend the life of our menu covers.*



Strong, single bonded thread by KNG



Twice the holes, no extra strength



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