



Why Hoffmaster®?

Hoffmaster is my only tabletop partner because Hoffmaster knows how to make a great first impression. I take advantage of their full line of products but my favorite is **Linen-Like®**, a non-woven napkin that feels just like cloth. And because with Hoffmaster napkins you actually use less napkins than you would with a lesser quality napkin, I like to say "use less & save more." Improve your atmosphere, keep your customers happy with Hoffmaster products.

Linen-Like® is also available in **tablecovers, tablerunners, table accents, guest towels and more!**

Check out a video featuring me and my napkin-centric restaurant!

Go to youtube.com/natesnapkinshack



 **hoffmaster®**
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Tabletop Solutions from *Nate*

“Hi, it’s me, Nate, of Nate’s Napkin Shack – the world’s first “napkin-centric” restaurant.

Simple tips for enhancing atmosphere and saving money!

I’ve learned a lot over the years about what it takes to make a good impression, and I’d like to share some “power tips” with you!

I started in this business by running Nate’s Diner, but I’d always tell staff, “The last thing patrons do before they leave the restaurant is wipe their mouths. Leave ‘em with a smile, not a frown.” Plus, patrons wouldn’t stop talking about the napkins. So I thought, “Why not?” and turned Nate’s into a napkin-centric restaurant.”



**Nate's
NAPKIN
SHACK**



Catering

I was at a catered event recently and people were grabbing cutlery out of baskets. Stuff was dropping on the floor, messing up the table, and all those hands on the cutlery...well, you get the idea!

Save tons of prep time and make a clean, tidy presentation by using **CaterWrap®** pre-rolled napkin and cutlery packs. Smart, beautiful and handy. Like me!

Also try...

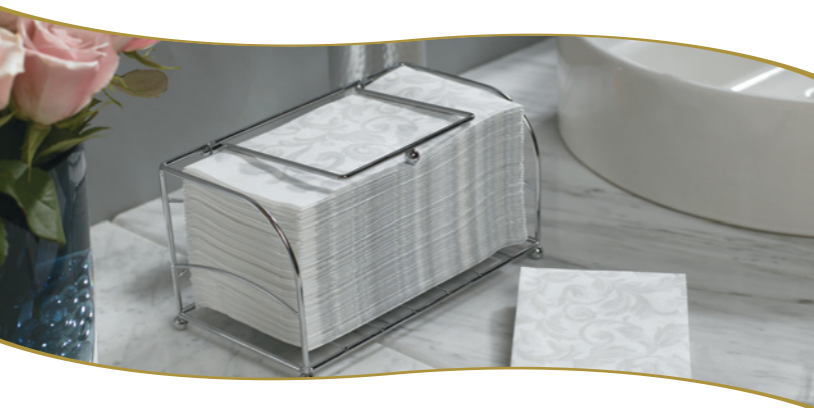
- Little touches make any event more special. Use Hoffmaster **tablecovers, tablerunners**, and brightly colored **table accents** to create a clean, fresh, sophisticated look.
- With Hoffmaster **hot stamp beverage and luncheon napkins**, you can customize smaller quantities of napkins for just about any occasion. It's easy, quick, and quantities range from 50 napkins to 5,000 napkins.

Tips for Catering

- If you've got waitstaff carrying trays of food or drinks, don't put them on a naked tray (the food and drinks, not the waitstaff). Dress up the presentation and keep things clean with Hoffmaster **trayliners** or **doilies**.
- Hoffmaster's **Linen-Like®** napkins have the incredibly soft feel and foldability of cloth. Using **Linen-Like® Flat Packs**, I get the napkin without creases – so much easier to make signature folds or little origami farm animals!
- Try **Kwik-Covers®** disposable, reusable tablecovers with elastic banding to keep them securely on outdoor tables.

Custom Print

Operators often ask me, "Nate, how can I remind people of my brand...how can I stake claim to my name...how can I leave patrons with the feeling that I run an operation that 'gets it'?" My answer? Custom printed products from Hoffmaster! They'll print your logo (or whatever you want!) on **napkins, placemats, coasters, napkin bands...even Swankie® hankies!** Be loud 'n proud, I always say.



Lodging

My friend Dave runs a pretty good-sized hotel, and he wears a lot of hats: he's a restaurateur, a caterer, a banquet manager, a room service provider. Partnering with Hoffmaster gives him one less thing to worry about! He relies on Hoffmaster for everything from **napkins** and **basket liners** to **coasters, tablecovers, guest towels** – even **bathmats** and **wastebasket liners!** He says it really boosts guest satisfaction numbers and helps him increase revenue per available room.

Earth Wise™

Some studies have shown that two-thirds of people think more highly of a company that's "going green."* It's easy to tell customers you're helping the environment with Hoffmaster's **Earth Wise™** line of napkins that are **100% recycled, 65-80% post consumer** and processed **chlorine free**.

* Business Journal Online, 8/07 and Corporate Greening Initiative, 4/09

Watch for... Something "Greentastic!"

Hoffmaster will soon be offering an amazing new line of "green" products. Boy, I wish I could tell you more, but not quite yet! It's the first of its kind. It's green. It's fantastic.

Keep watching!

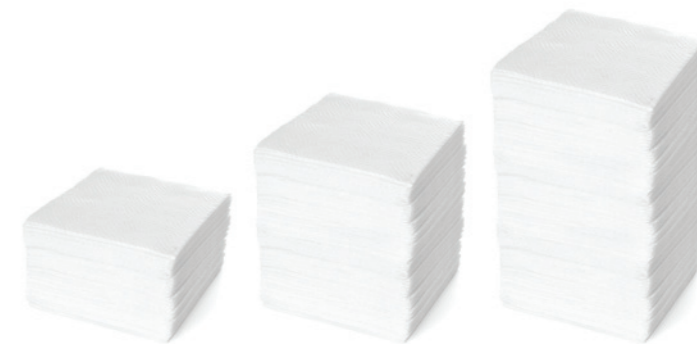
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Use Less, Save More!

One Hard-Working Linen-Like® Napkin...

Here's the smartest tip I know: Use Hoffmaster because when you provide higher quality napkins, customers may **use less**, which means you **save more**. Simple, right?



...Versus 'Slap-A-Stack'

Nothing bugs operators more than waste. Think of what you're losing when a waitstaff member slaps down a ginormous stack of napkins whenever a patron asks for "a few more napkins." They won't need to do that when Hoffmaster's in the house, because **one Hoffmaster napkin can do the work of several napkins of lesser quality.** Think of the money, time, and storage space you'll save... while making a positive impression!