



BACK TO BUSINESS STRATEGIES

Helping You Return to Retail & Your Workplace

A person wearing a white face mask and a blue denim jacket is holding a white sign with the word 'open' in red lowercase letters. The sign is hanging from a string attached to a clear suction cup on a glass door. The person is also wearing a red shirt underneath the jacket and large gold hoop earrings.

open

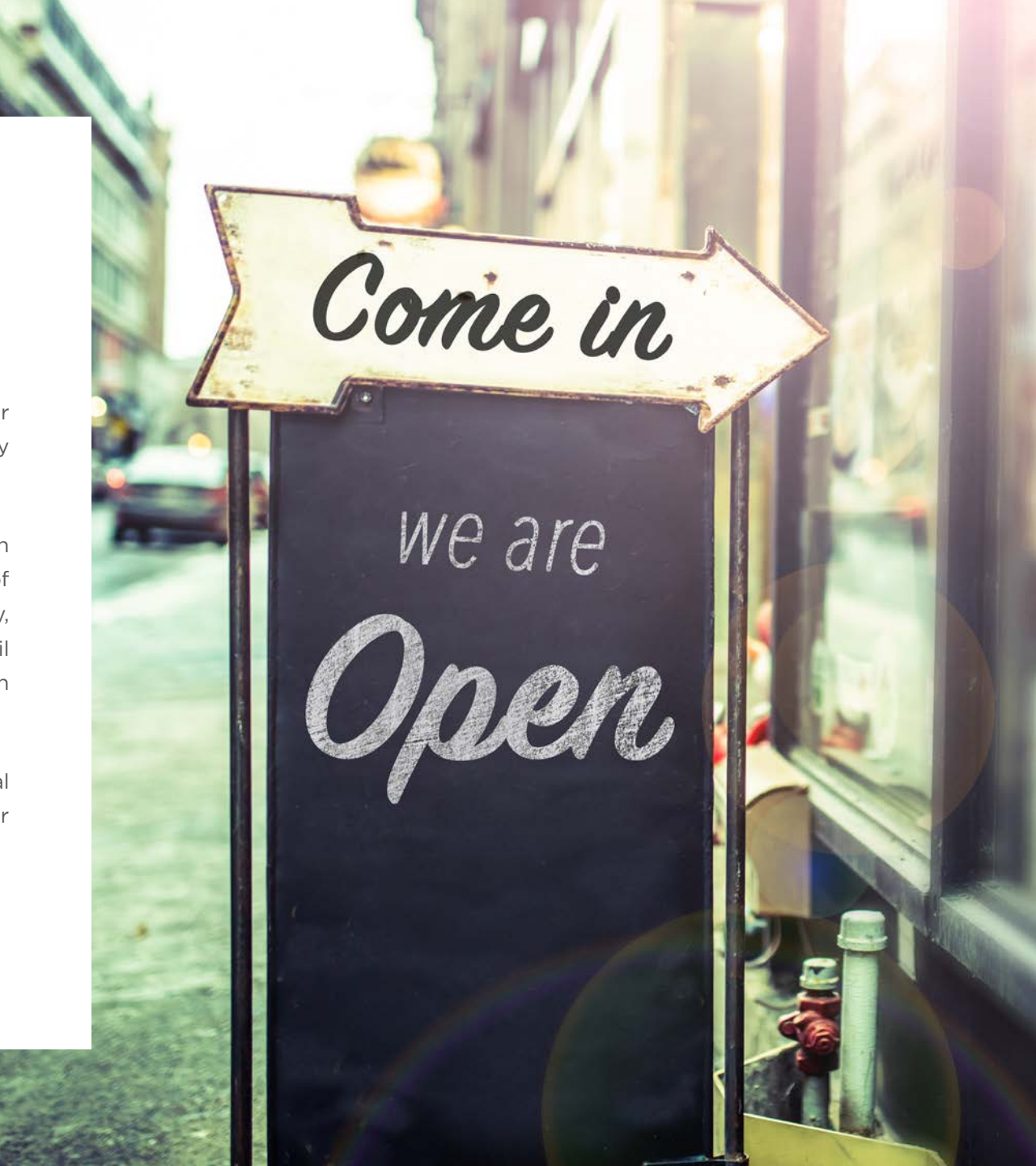
Back to Business Strategies

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We all know about social distancing, staying six feet apart, masks, and other protective guidelines. As we look to reenter retail, this new normal will include safety measures that will be essential to incorporate.

Armed with over 56 years of experience of helping our retail clients, Medallion Retail is your go-to source to implement these guidelines across a full range of merchandising and workplace solutions including Wayfinding Signage, Display, Pop-up Shops, and Frictionless Technologies. Our dedicated team of retail specialists will help execute these new procedures with a comprehensive approach covering space strategy, design, production, and fulfillment.

Utilizing our deep capabilities fused with the implementation of critical social distancing tactics, we are here to help you move forward to re-engage with your customers in their return to your place of business – rapidly and safely.



Back to Business Strategies

Physical Distancing Signage

Friendly, affordable compliance signage that help staff and customers maintain a healthy distance.

- Environmental Graphics and Customized Signage Options
 - Interior/Exterior
 - Elevator and Escalator
 - Aisle Directional and Informational
 - Line Queuing
 - Stanchions Toppers
 - Freestanding Signs, Sandwich Boards, Banner Stands
 - Bollard Covers
 - Digital Signage/Content

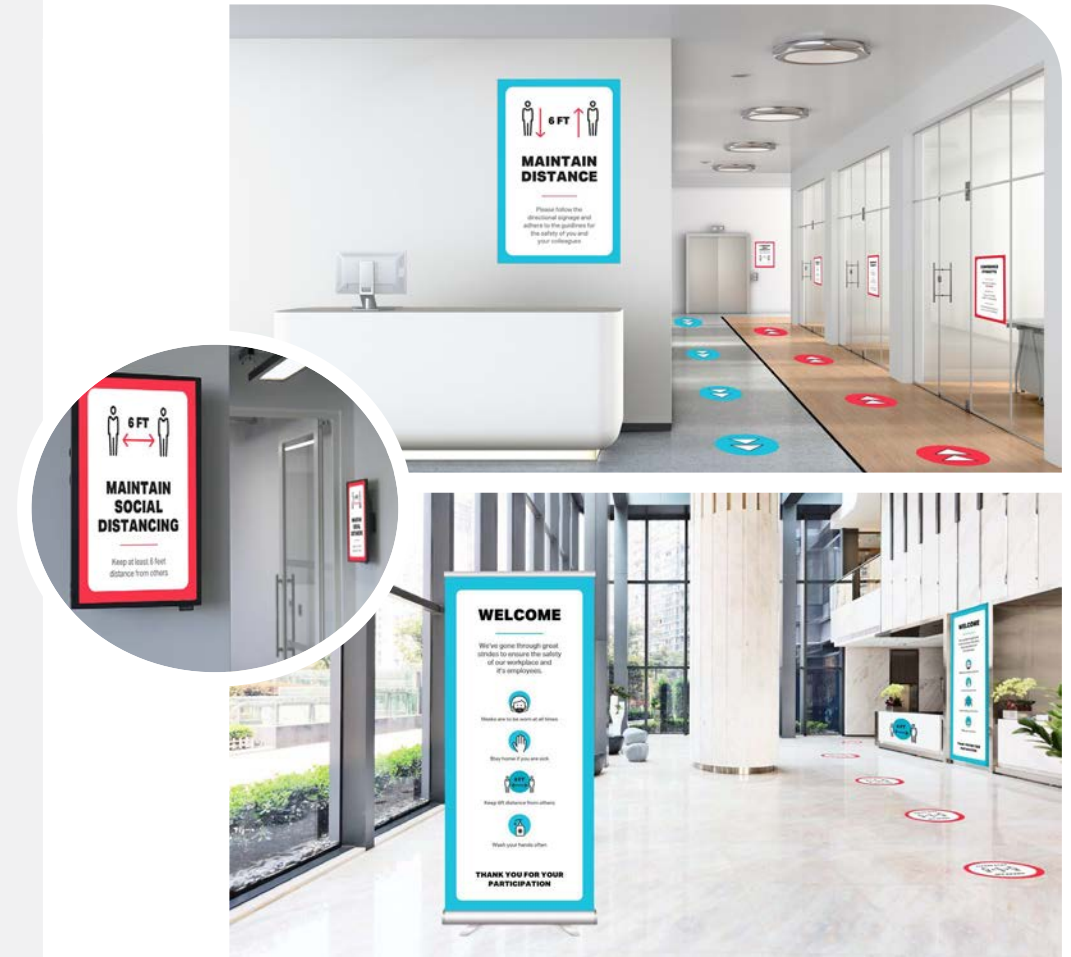


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The New Work Environment

Scalable strategies to help you reopen your offices and customer spaces in compliance with physical distancing guidelines.

- Facility assessments and analysis of current working environments
- Simple and easy to follow solutions that put safety first
- Spatial strategies that visually display safe distance markers and traffic flow routing
- Communal and public space configurations
- Sanitation stations
- Workstation layouts and supplies to help each employee work safely
- Contactless digital signage and interactives for communications, product display, and wayfinding



Back to Business Strategies

Partition Shields and Sneeze Guards

Physical barriers that allow for face-to-face interaction while maintaining a safe separation of personal space.

- Partial or full body shields
- Range of sizes
- Portrait or landscape layouts
- Custom designs, configurations and branding options



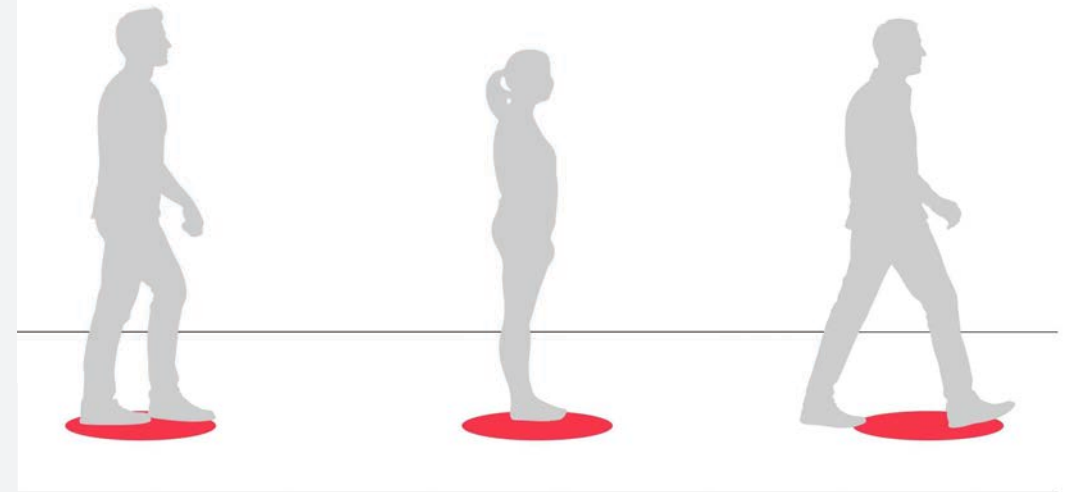
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Experiential Considerations

Strategies for addressing potential new government, venue, or show specific regulations related to physical distancing, sanitation, and PPE distribution.

Develop new or evaluate existing designs taking into consideration:

- Traffic patterns, entry and exit points
- Spacing, space markers and signage
- Partitions and shields
- Hands-free and/or gesture-based digital engagements
- Voice-based vs. touchscreen technologies
- Contactless PPE, collateral or product distribution
- Hand sanitizing and/or sterilization stations
- Sensor tracking and contactless data collection
- Air quality and temperature readers
- So much more....

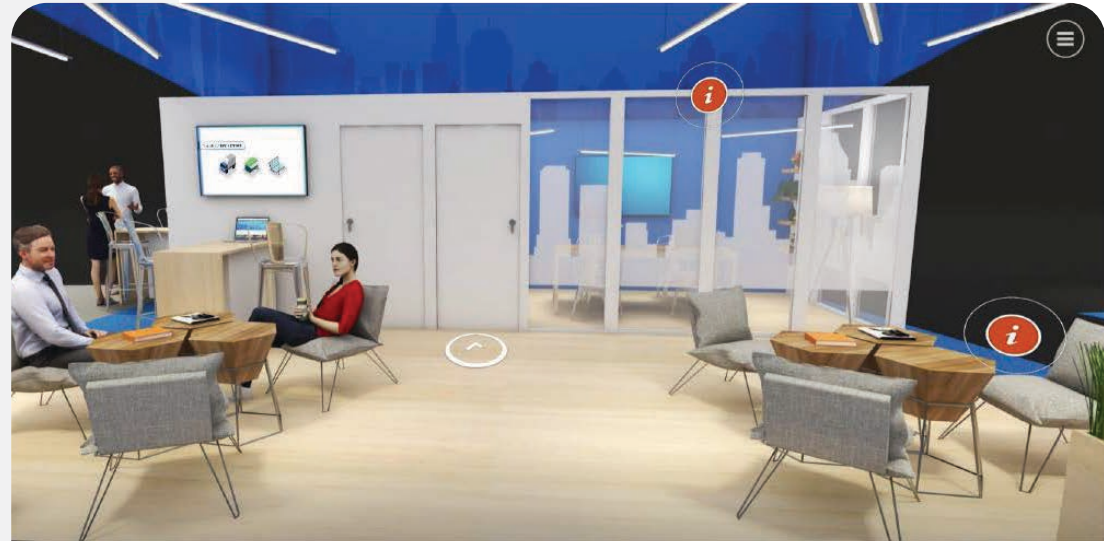


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Virtual and Digital Event Experiences

Strategies for migrating live experiences to digital ones.

- Virtual exhibits
- Show/Event-specific website landing pages
- On-demand videos
- Live steamed sessions
- Interactive demos
- Q&A, polls, gamification and quizzes
- Live chats and message boards
- Virtual meetups
- Digital round tables



Back to Business Strategies

The Power of Mobile

Mobile activations foster face-to-face connections in smaller, more agreeable settings as the world returns to live engagements.

- Go directly to your target audiences
- Physical distance regulation compliant
- Smaller, safer engagements
- Regional activations in lieu of larger events
- Limited travel for participants
- Integrated digital interactives to showcase complex products and stories
- Rental units in varying sizes



A photograph of a city street with a 'Come in' sign. The sign is a white arrow pointing right with the words 'Come in' in black cursive. Below it is a black sign with 'we are' in white and 'Open' in large white cursive. The background shows a street with cars and buildings.

Come in

we are
Open

✦ MedallionRetail

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