

Help Customers Observe Social Distancing Boundaries with Floor Signs

Presented by:
CLEMENT
Communications

As the number of coronavirus (COVID-19) cases continues to grow across the United States, many retailers find themselves in a precarious position — open for business and simultaneously tasked with protecting employees and customers from exposure to the virus.

Given what we know about the critical importance of social distancing, how can retailers prevent customers from congregating at checkout lines and customer service desks, putting their own employees' health and that of their customers at risk? The solution is for businesses to implement strict rules for social distancing in their establishments. Floor signs, or pavement marking signs, can help.

To understand how floor signs can be used by retailers to make their businesses safer, it is important to review how floor signs are typically used by businesses as well as examine how COVID-19 spreads and the importance of social distancing.

Use of Floor Signs

Floor signs communicate important information in a variety of workplace settings. For example:

- Warehouse and distribution centers use floor signs to control the flow of material handling equipment and to establish pedestrian pathways to separate workers on foot from moving equipment.

- Hospitals, airports and college campuses use floor signs as navigation tools to guide foot traffic through large, often complex spaces.
- Floor signs are frequently used to identify high hazard areas in a facility, where personal protective equipment such as hearing protection is required.
- Many companies also use floor signs to highlight emergency exit routes as well as the location of safety equipment such as fire extinguishers.

Think about the typical checkout line at a retail establishment. People are usually standing about 3 to 6 feet apart. This distance, known as the "breathing zone," is very dangerous.

Why are floor signs used for such a variety of purposes? Because they are a particularly effective and versatile form of messaging. Floor signs:

- Provide clear direction at the exact location where it is needed.
- Are easy to install.
- Are impossible to miss given the natural tendency for people to gaze downward toward the ground.

Social Distancing and the Retail Setting

When it comes to COVID-19, social distancing has been identified as a key component to stop the spread of the virus. The Centers for Disease Control and Prevention defines social distancing as "remaining out of congregate settings, avoiding mass gatherings and maintaining distance (approximately 6 feet or 2 meters) from others when possible."

To better appreciate why social distancing is so

(continued on page 2)



important, it helps to review how COVID-19 is transmitted from person to person. The virus is known to spread mainly between people who are in close contact with one another through respiratory droplets produced when an infected person coughs or sneezes.

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If an infected person coughs or sneezes while in line, the infectious droplets that are produced can land in the mouths or noses and be inhaled into the lungs of anyone standing within the 6-foot breathing zone. This is why retailers must take action to implement the 6-feet-of-distance rule in any area where groups of customers may gather.

Many states have already begun to implement stricter rules on social distancing for retail establishments. For example, retailers in Connecticut are now required to clearly mark 6-foot spacing on the floor at checkout lines and in other high-traffic areas as well as use signage and floor markings to direct customer traffic.

Floor Signs: Make It Easy for Customers to Avoid the Breathing Zone

Now is the time to be proactive. To ensure customers adhere to the 6-feet-of-distance rule, retailers should strategically position floor signs around service touch points.

- Start by directing customers to the location where they should line up until a cashier or service representative is available.
- Signs stating "Stand in Line 6 Feet Apart" should be placed along the queue where customers are waiting to check out.
- Allow only one customer at a time to approach each register or service desk.

The same strategy can work for outdoor or curbside pickups. Position signs so that customers know exactly where to stand after exiting their vehicles.

Floor signs provide a visual reminder to people to maintain 6 feet of separation from others. Given that retailers operating during the COVID-19 crisis must do everything in their power to create a safe environment for employees and the public, floor signs are a simple way to make a potentially life-saving difference.



How to Manage Respiratory Viruses in the Workplace

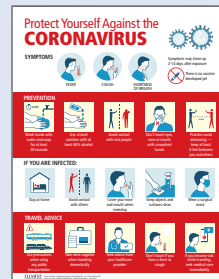
With the number of COVID-19 cases rising rapidly in the U.S., employers should take immediate action to protect their workers. According to the Centers for Disease Control and Prevention, the following infection control practices should be implemented:

- Teach employees about the importance of social distancing. Advise them to avoid close contact with one another and to maintain a distance of at least 6 feet from each other.
- Instruct employees to wash their hands often with soap and water for at least 20 seconds. If soap and water are not available, they should use an alcohol-based hand sanitizer throughout the workplace.
- Remind employees about the importance of not touching their faces and covering coughs and sneezes.
- Open windows or adjust air conditioning to increase ventilation in your facility.
- Educate employees on the signs of coronavirus and when to stay home from work.

Currently, the White House has extended its social distancing guidelines through the month of April. Businesses should continue to monitor health information sources both locally and nationally for any updates as the situation progresses.



Maintaining Social Distancing Infographic – \$19.95



Coronavirus Infographic – \$19.95



Handwashing Infographic – \$19.95

Clement Communications has a variety of products to help educate employees about virus protection in the workplace. For more information, visit www.clement.com/safety-training/virus-protection.html or call 1-800-253-6368.

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