



Putting Shoppers and Associates First

Redefining retail environments during and after COVID-19

Miller Zell worked with many essential businesses during the quarantine and helped develop an evolving pathway out of necessity. Now, as all retailers prepare to reopen, there's a need to pivot and innovate in ways that are specific to their brands while adopting new standards and reassuring customers and associates.

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How will you meet expectations?

- ✓ Social distancing will be a fact of life, and accommodating customers and associates with a means to obtain it will become part of managing your brick & mortar environments.
 - ✓ Maintaining the highest possible level of hygiene, cleanliness and sanitation will be critical, both as a tangible undertaking and as something you communicate to your customers and associates.
 - ✓ Contact avoidance will become fundamental to in-store activity. This will require proper messaging as well as a new awareness during the path to purchase and customer experience.
 - ✓ Customers will want to avoid crowds and high-traffic areas, so retailers need to figure out ways to limit shoppers from congregating.
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Retailers always needed to meet customers where they were with the best shopping experience possible. The COVID-19 pandemic has created an abrupt shift in the dynamic of shopping, but retailers who nimbly and aggressively respond will inspire appreciation and loyalty.

Miller Zell is ready to guide, prepare and supply retailers, restaurants and bank branches, practically and strategically.

Solutions for new standards

- ✓ Floor graphics, posters and other in-store signage that indicate a 6-foot distance.
- ✓ Customizable displays & signage to maximize visibility of urgent messaging.
- ✓ Protective shields at points of service like cashier stations, pharmacy counters or teller windows.
- ✓ Custom-branded hand sanitizer stations for retailers, restaurants and banks.
- ✓ Self-checkout kiosks and other self-help stations.
- ✓ Outdoor stencils to designate store policy or define areas.
- ✓ Clear window and door signage to direct traffic and answer questions to ease the confusion and traffic of BOPIS.



PROTECT YOUR PEOPLE

shields for all uses



Protective shields reassure both customer and associate that the transactional environment is safe. They can be customized for cashiers/tellers, work stations inside offices, conference rooms or checkout lines or queues.



FOCUS ON HEALTH

solutions for healthy
environments and clear
communication



The need to provide customers and associates environmental standards, reassuring information and the tools to maintain cleanliness has never been higher. Custom branded items show your commitment to meeting customer expectations while adding value to the relationship.



Visit www.millerzell.com/healthandsafety to learn more.
Or reach out to your business development professional.