# **Social Distancing Products**

### **Germ Warfare Playbook**

Volume 2

**Back to Work** 

The focus has quickly turned to preparing our work environments to bring people back to work. There has been guidance given by everyone from the Trump Administration and Global Real Estate firms to Regional A&D firms. All have some principles in common.

- Create non-porous, cleanable barriers between workers. These can be permanent or mobile.
- Create distance between workstations.
- Re-orientate workstations to avoid face-to-face layouts.
- Decrease density of work environments
- Eliminate gathering spaces (for now).
- Offer "shift" access to spread on-site worker populations out.
- Make cleaning supplies readily available.

These guidelines offer challenge and opportunity.



Stacker Extender Panels in frosted acrylic

### <u>Stackers – Cubicle Extender Panels</u>

Another sought after product are our Stackers<sup>™</sup>. The new recommendation is to add non-porous and cleanable panel toppers which stand at least 24" above the worksurface. If the workstation has a height adjustable desk in it – the 24" needs to be above the worksurface at its highest setting – with a minimum of 54" above the ground preferable. Our Stackers panel extenders are available in clear and frosted acrylic as well as EchoScape materials. We have three mounting options: The Square Mount and Tower Mount are available now and are permanently mounted to workstation panels. We will be introducing 2 new removable mounts in the next month; an Adhesive Mount and a Magnetic Mount weeks. Watch for more information.



Enclave Privacy Plus Wing panels in frosted acrylic -Enclave Sneeze Guard in clear acrylic



Terrace Sneeze Guard in clear acrylic

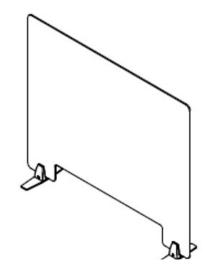
#### Sneeze Guards and Desk Dividers

Some of our most popular requests are for surface mounted Sneeze Guards and Desk Dividers. We've added 3 new products that can be paired with our standard desk divider offerings. All sneeze guard and desk divider panels are available with free standing feet, removeable or permanent mounting options.

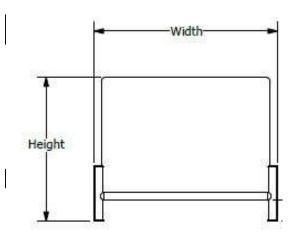
- Enclave Desk Dividers Standard desk divider product available in frosted and clear acrylic, fabric and acoustic EchoScape.
- <u>NEW Enclave Privacy Plus</u> Panel designed to overhang the front worksurface to give more protection in several sizes and materials.
- <u>NEW Enclave Sneeze Guard</u> Enclave panels with pass-through window. Available up to 90" W and 36" H in clear and frosted acrylic.
- 4. <u>NEW Terrace Sneeze Guard</u>- This clear or frosted acrylic panel uses a bottom aluminum frame to allow for a pass through along the entire length of the panel and is available in several sizes.



May 2020



Enclave Sneeze Guard



Terrace Sneeze Guard

Don't Forget SwitchIT™

At the beginning of the year we introduced new divider panels with magnetic mounting brackets. This new panel assembly is perfectly suited for what we are being asked for – protection barriers, quickly configurable and user changeable. Our SwitchIT desktop dividers are available with our acoustic EchoScape material. This might just be the perfect solution for the requirement of user-enabled, quick-change screens for workstations. Although the EchoScape material is semi-porous, it cleans exceptionally well and carries a high NRC rating for superior acoustic performance within the workspace – which will undoubtedly be at a premium with all the new hard surfaces being added!



- Material most common request is clear acrylic may want to offer a blend of clear with frosted and color – a three-sided enclosure of all clear is highly reflective and likely to cause eye-strain and headaches.
- Mounting we offer free-standing feet brackets with non-skid bottoms and a combination of removable and permanent brackets. Free standing mounts offer the most flexibility.
- Dry Erase surfaces like our TruBrite is a creative alternative for protection panels— easily cleaned and functional. Not all companies offer this option – but we do.
- Future retro-fit with our brackets, users can swap out hard acrylic surfaces with acoustic EchoScape panels at a later date.

## A Word about our Brackets

Our brackets are designed to accommodate all the various materials we offer; acrylic, fabric, dry erase, glass, and EchoScape. That makes them easy to convert from one material to another anytime in the future!

The rush is on now to install hard-surfaces like acrylics<sub>⊥</sub> even though just 6-weeks ago the primary material being specified was acoustic EchoScape material! When this sudden wave to install cleanable hard surfaces is over – our clients can easily retrofit their brackets with other materials at a fraction of the cost. The investment they make in MergeWorks products today will pay-off long into the future and protect against future trends and changes. Few other "rush-to-market" solutions being offered currently lack that investment protection.





Free Standing Foot







# **Mobile Options**

Mobile room partitions, screens and dry erase boards are the perfect answer to create needed social distancing space. These are existing products with a proven track-record of reliable service and unprecedented configuration options. Here are several more considerations to explore:

- Urban Wall products can be configured directly on our website so you can visualize how they look instantly.
- A variety of materials are offered; clear and frosted acrylic, dry-erase, laminate, and frosted glass, as well as EchoScape.
- Feet options include casters and stationary feet.
- They arrive fully Assembled a HUGE factor cutting down on additional installation costs.
- Highly mobile used by many throughout the organization.
- Customizable, and printable with signage for way-finding, logos, prevention signage.



## **Dealer Action Plans**

OK – so how can Dealers get the word out that they not only have the products, but the knowledge to help their clients get their workspaces ready for employees to return? I have been asked that from all around the country. We have brainstormed with several dealers about how to quickly get the word out. Here are several idea starters we might suggest to get the ball rolling:

- Reach out the local CBRE offices and let them know they can help execute the recommendations listed in their Post-COVID brochure.
- Reach out to the other commercial real estate brokers to offer expertise.

- Create and mail old-fashion Direct Mail pieces featuring many of the products shown here.
- Create and distribute printed "Solution Kits" of options to existing and positive end-users.
- Increase commissions short-term for their Reps to sell these types of products.
- Approach local media to offer expertise on this hot topic; business publications, local news and radio shows are all looking for experts.
- eBlast frequent solution messages to all existing and prospective clients
- 'Order showroom products to actually show real solutions clients can touch and feel.
- Reach out to Chamber of Commerce and local Chapters of IIDA, IFMA, CoreNET and CREW.