

**HOTRONIC®**  
HEATING SYSTEM

**BOOTDOC**  
TUNE YOUR FEET

**BEST  
PRACTICES  
FOR SPORTS  
RETAIL IN THE  
COVID-ERA**

## BEST PRACTICES FOR SPORTS RETAIL IN THE COVID-ERA

A plan to evolve your business while keeping staff, customers, and you safe & healthy.

To move forward in the age of Covid-19, retail environments are forced to change drastically. With some planning, reorganization, and consideration, our retail partners can lead the charge into this new world.

The new retail world is shifting to be more customer-centric and individualized than ever before. Drawing from the realm of retail customization, the tools and processes are often the same as before, but the focus shifts to a 1:1 customer interaction.

This new customer experience will change things markedly - retailers will gather more consumer data to help with contact tracing; every movement in-store will need to be planned and monitored; and staff roles will likely be adjusted; but the opportunity exists to deliver a new level of customer service that combines your products with service and a focus on health and safety. Today, the ability to pivot and meet the demands of savvy, health-conscious consumers by establishing a safe-as-possible environment is the ultimate competitive advantage.



# RETAIL SALES IN THE ERA OF NEW NORMAL AND HOW YOU CAN EVOLVE YOUR BUSINESS

You've posted new hours in-store and on your website. You've brain-stormed, consulted county and state rules, and have a new series of policies and procedures to implement. Maybe you've even thrown the doors open and are getting back to business. But what happens when a walk-up customer wants to shop but isn't up to speed on your new practices? How can you capture that potential sale and keep everyone safe?

Borrowing from any number of customization experiences, an appointment is the cornerstone to the new way of operating. From a greeter who serves as the traffic controller for your store to allocating staff for at-once appointments, your tactics have to evolve while you educate your customers on your new methods.

## GENERAL GUIDELINES FOR OPERATION\*

### **Social Distancing and PPE are required**

- Signage should control the flow of traffic through the store; mark off six foot intervals where people might queue, and separate customers in high traffic areas.
- Hand sanitizer stations should be placed throughout the store with a focus on the entrance/exit and key areas like checkout stations.
- Decide on, monitor, and enforce a maximum capacity.
- Provide masks & gloves for customers; require them to be worn at all times.

**BEST PRACTICE:** Pick vendors who can: consistently provide necessary personal protective equipment and supplies, help design a new, socially-distanced traffic flow, coordinate appropriate signage, and offer a customized plan to roll into the new normal.

\*Please be sure to adhere to all county & state regulations when operating

## Scheduling and work flow

### All service, fitting, and shopping should require an appointment.

- Walk-up customers can make appointments on the spot as availability and staffing allow. Use this process to filter intentions & interest.
- Encourage browsing in-store with social distance or online at their leisure.
- Update website with new guidelines; appointment confirmation emails should include this information.

### Redesign Retail/Service Layouts and Reallocate Staff

- Maintain minimum safe distances for service drop-off, custom fitting areas, and cash-out stations.
- Where applicable, dividers should be added to isolate customers and staff.
- Shift staff responsibilities to address the new, individual approach to shopping - more personalized attention yields a higher volume sale.

**BEST PRACTICE:** Implement a reservation system that can be easily deployed online, in-store, and across multiple platforms for a seamless customer experience. The usage of technology wherever possible minimizes contact and can improve each customer encounter.

## Footwear sales guide

### Customer movement from entry to fitting to check out is all monitored

- Traffic flow is controlled by staff and in-store graphics.
- Greeter functions as initial controller - appointment is confirmed
- Escort to try-on/fitting area where analysis commences
- Develop & utilize checklist to ensure ancillary accessories are discussed.
- After product selection and customization, customer moves to cash out

## Footwear sales guide (Cont.)

### Minimize contact & maximize safety during sizing analysis

- Masks should be worn by customers and staff at all times.
- Dividers should be erected where adequate distance does not exist between custom fitting stations.
- Employing 3D-foot scanners makes analysis completely contact-less.
- Use of gloves when handling inventory and feet is required by staff members.
- Explore new technology to reduce contact required for customization.

### All inventory tried on and not purchased must be disinfected before restocking

- Use DSV (disinfecting sanitizing virucide) that has been approved by the EPA to kill Sars-CoV2, which causes Covid-19.
- After DSV treatment, all products must be thoroughly dried - preferably with UV, Ozone, or Ionization to help further disinfect footwear.

### Try-on, customization, and other public areas are cleaned between customers

- Use electrostatic sprayers coupled with liquid disinfectants for large areas.
- Hand-cleaning of all devices and tools used during analysis and try-on.
- Private work areas need to be cleaned regularly to avoid contamination
- Tools designed for overnight/off-hour air purification are utilized in addition to regular cleaning during the day.

### Redefine your culture with individualized service

- Your operation will be judged on the customer experience.
- Healthy employees are the linchpin of exceeding customer expectations.
- Capitalize on capacity restrictions to provide undivided attention.
- Restocking employee must wear PPE when handling product.



## BEST PRACTICES FOR SPORTS RETAIL IN THE COVID-ERA

**BEST PRACTICE:** Once the customer arrives at the store, you need a three-pronged approach - software based reservations, touch-less analysis, and low-contact fitting tools, and the right cleaning implements all combine for an elevated, safe shopping experience. Add in new payment kiosks, a reconfigured store that places a premium on personal space, and deep cleaning options...

For more information about how we can help you with a new layout and traffic pattern in your store, please contact us today.



2D planning

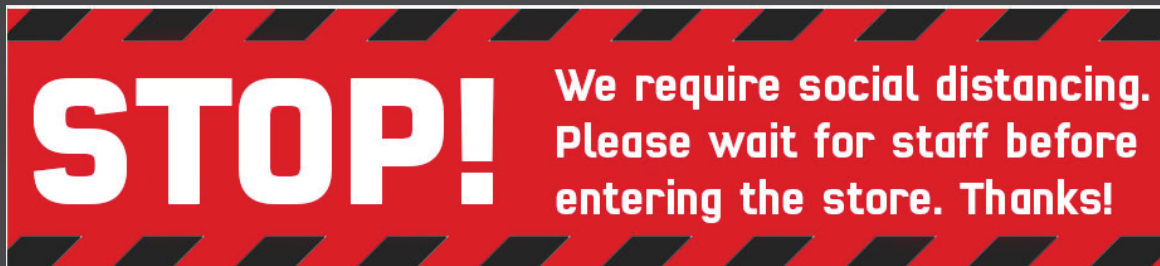


3D planning

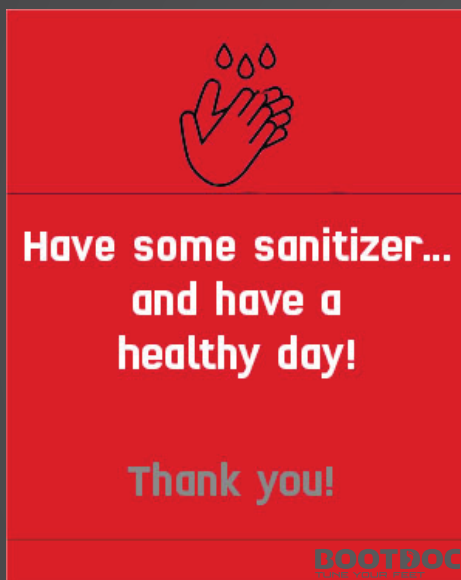


Implementation

# SOCIAL DISTANCING TURNKEY GRAPHICS



12" x 3" STOP Graphic



8.5" x 11" Sanitizer Graphic



24" Diameter Wait Here Circle



48" x 16" No Hovering Graphic

# SAFETY/PPE EQUIPMENT FOR RETAILERS

## WINTERSTEIGER CLOTH MASK

(57-100-410 & 57-100-411)

Designed for the CDC's recently modified stance on wearing a fabric face covering where other social distancing measures are difficult to maintain. This mask can be utilized by itself in casual environments such as retail settings to block large particulates such as a random cough or sneeze. Can be used multiple times, and should be sterilized after each use to minimize risk. **Available in Medium and Large.**



## PM2.5 FILTER INSERT (57-100-412)

These PM2.5 filters are a great addition to our face mask covers. They simply slide right in either side. These filter inserts feature 5 layers of protection with a carbon activated inner layer sandwiched between 2 layers of cotton fabric and a melt blown layer to block most particulates larger than 2.5 microns.





## SAFETY GLASSES (57-100-399)

UVEX Genesis® is the future of protective eyewear. It simultaneously raises the bar for comfort, protection and style. By combining cutting edge design with state-of-the-art molding technologies, the Uvex Genesis® delivers superior product benefits and a higher level of performance.



## NITRILE SAFETY GLOVES (57-100-402)



# CLEANING EQUIPMENT FOR RETAILERS

## VITAL OXIDE

128 oz Gallon Jug (57-304-001)

32 oz Gallon Spray Bootle (57-304-002)

Vital Oxide is our environmentally friendly Disinfectant Cleaner & Odor Remover which is great for everyday disinfecting and sanitizing. Vital Oxide is super effective at killing mold, mildew, bacteria, and viruses and eliminating odor. Kills 99.9% of bacteria and viruses, kills fungus, mold, and mildew at the source and inhibits growth, sanitizes 99.999% of bacteria on food-contact surfaces with no rinse required, and eliminates odor at a molecular level, not by masking with fragrance. Vital Oxide is a Hard Surface Disinfectant and Soft Surface Sanitizer.



## PROFESSIONAL CORDLESS ELECTROSTATIC SPRAYERS

(57-304-011) for large area sanitization.

Professional Cordless Electrostatic Sprayer allows the user hours of spraying time without the hassle of dragging a cord. In addition, it is designed to save time and labor, spray less liquid, and cover more surfaces. Patented technology provides an electrical charge to solutions, allowing them to wrap conductive surfaces with an effective and even coverage. Double-charged particles envelope all conductive surfaces – shadowed, vertical and underneath.



## PROFESSIONAL CORDLESS ELECTROSTATIC BACKPACK SPRAYER (57-304-012)

Designed to allow the professional to cover up to 23,000 square feet on a single tank of fluid.

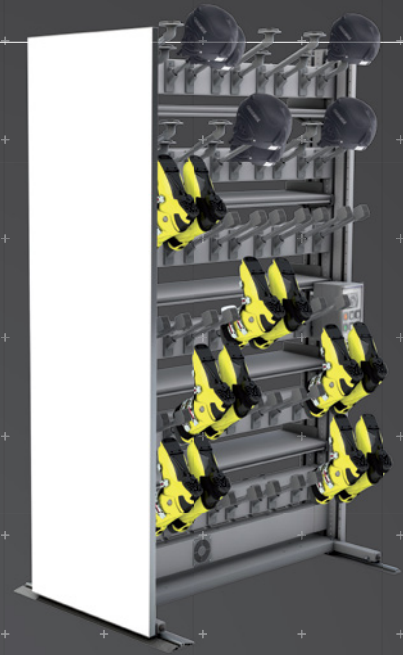
- Patented electrostatic charge penetrates chemical providing a thin, even spray pattern on all surfaces
- Removable Easy Fill HDPE tank holds 2.25 gallons of chemical, allowing you to coat up to 23,000 sq. ft.
- Cordless convenience allows for effortless movement room to room
- 3-in-1 nozzle allows you to set particle size to match your application
- 4ft hose with quick release valve allows for comfortable reach and maximum maneuverability.





## IONIZING EQUIPMENT DRYERS

Ionization of the air is an ENVIRONMENTAL FRIENDLY technology to clean the air without adding any chemicals and eliminating micro-organisms. Food industry also uses ionized air, e. g. to clean bottles. Effective sanitation and deodorization of stored products using new concept of airflow and ionization for each individual drying shelf or level.



## SOFTWARE, ANALYSIS & CUSTOMIZING TOOLS

### EASYRENT SOFTWARE

A whole host of challenges demand flexible solutions with vision. WINTERSTEIGER Easyrent provides the appropriate products to meet your individual needs, while offering many options for the future.

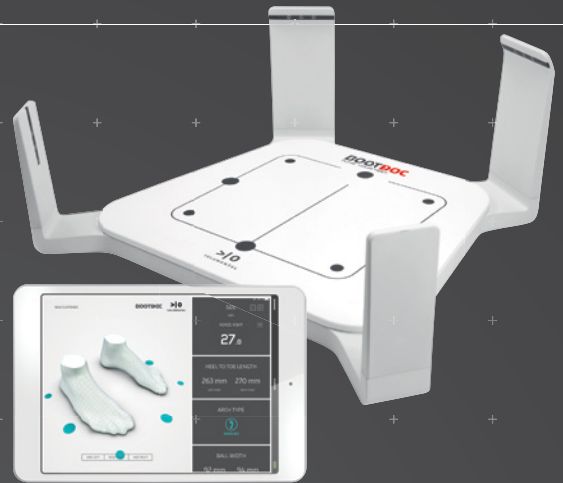
By using the most up-to-date hardware and software technology, we are able to guarantee the highest levels of professionalism and reliability. Our experienced sales staff can help tailor an individual solution to fit your needs!





## BOOTDOC 3D FOOT SCANNER

With the latest technology both feet are measured and digitized simultaneously in just a few seconds. The 3D image shown is of the highest precision and can be viewed from all angles. The measurement is carried out without the customer having to change socks. This ensures a high hygiene and comfort factor.



## BOOTDOC AUTOFIT BT

Automatically adjusts insoles to the customer's foot shape in the shortest possible time with minimal contact from a fitter. All functions are easily controlled via a tablet (or cell phone) using a preinstalled app which further improves the distancing between customer and staff.

