

# Case Study

## Crossline Covid-19



### Crossline Covid-19 makes physical distancing a breeze.

Determined to help their customers adhere to social distancing measures, Alabama grocery store Bruce's Foodland installed social distance mat Crossline to give queuing customers a visual reminder to maintain an appropriate distance.

### The problem

When social distancing measures were announced across the United States in March 2020, Fort Payne grocery store Bruce's Foodland suddenly needed a way to help their customers maintain a safe 6-foot social distance. Like other essential businesses, the busy grocery store had remained open during the pandemic, and was determined to keep their store safe for customers. With limited customers now permitted inside, they needed social distancing floor mats not only for their checkout area, but also for their external walkway where customers would need to queue if the store reached mandated capacity levels.

### The checklist

- ✓ Delineated stand zones to give people a visual reminder of the need to social distance
- ✓ Durable and long lasting and won't tear or fade like stickers, stencils or tape
- ✓ Provides a safe, slip-resistant and comfortable surface on which to stand
- ✓ Easy to move and roll up for quick cleaning
- ✓ Simple to install, and can be loose laid over an existing surface

### At a glance

Client

Bruce's Foodland

Brief

A safe, comfortable walkway mat with delineated stand zones to make it easy for customers to social distance.

Location

Fort Payne, Alabama

Environment

Walkway

Industry

Retail

Needs

Social distancing, slip resistance



### Plastex Matting Inc.

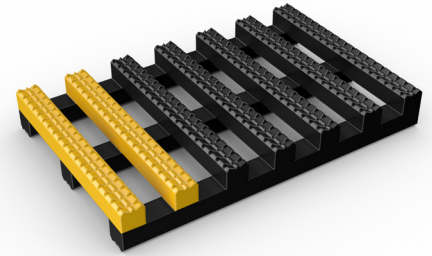
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USA + UK manufactured  
matting products:

[plastexmatting.com](http://plastexmatting.com)

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### The solution

Our two-layer social distancing mat Crossline Covid-19 was the ideal solution for Bruce's Foodland. The mat's color-delineated zones with floor distance markers allow customers to easily observe physical distance rules, while the two-layer construction creates a comfortable surface to stand on.

The store was keen for a long lasting solution that wouldn't fade or get damaged over time, and this durable matting fit that brief perfectly. Unlike temporary floor markings for social distancing (such as social distancing stickers or social distancing decals), Crossline won't tear or fade, and is easy to move where needed.

Made from flexible PVC, the mat is designed to be loose laid with no fixing required, so was able to be quickly rolled out and to cut to fit on site, making it perfect for the grocery store's tight deadline.

"We had to make the social distancing changes quite quickly, and Crossline couldn't be easier to install – simply roll and go. The mat's clear markers make it easy for customers to maintain an appropriate distance, and it also looks stylish in our store."

Scottie Smith, Bruce's Foodland



### Product spotlight: Crossline Covid-19

Make it easy for customers, visitors and employees to observe physical distancing measures with Crossline Covid-19, a two-layer, slip-resistant social distance mat with colour delineated stand zones.

#### Features:



Diamond cut pattern



Two layer construction



Flexible one piece construction



Open grid, non-porous flexible PVC



Comes in rolls of up to 24m (80')

#### Benefits:



Certified slip resistance (DIN 51130: R10)



Excellent drainage (DIN 51130: V10)



Contours to any surface



Easily cleaned & resistant to most chemicals



Quick to install and move if needed