

# Case Study

## Crossline Covid-19



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

To help their customers stick to social distancing measures, Alabama supermarket Bruce's Foodland sought a social distance mat to give queuing customers a visual reminder of the state's requirements.

#### The problem

When social distancing measures were rolled out across the United States in March 2020 in response to the Covid-19 pandemic, busy Fort Payne supermarket Bruce's Foodland found themselves in need of a way to help their customers maintain physical distancing of 2m. As an essential business, the supermarket was set to stay open throughout the pandemic and management was determined to keep their store safe for customers. With limited customers permitted inside, they needed floor distance markings not only for their checkout area, but also for the external walkway where customers would need to queue if the store reached capacity.

#### 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.

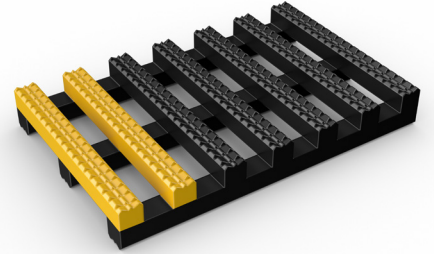
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matting products:

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### The solution

Our two-layer social distancing mat Crossline Covid-19 fit the brief for Bruce's Foodland perfectly. The durable mat's colour-delineated zones with floor markings for social distancing allow customers to easily observe physical distance rules, while its two-layer structure creates a comfortable surface underfoot.

Unlike temporary floor markings for social distancing (such as social distancing stickers or social distancing tape), Crossgrip won't tear or fade, and can easily be moved to wherever it's needed.

The mat's flexible PVC construction means it can be loose laid with no fixing required, and can be quickly rolled out and cut to fit on site, which perfectly suited the supermarket's tight deadline.

"We had to make the social distancing changes quite quickly, and Crossgrip Line 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