

# Case Study

## Crossline Covid-19



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

Determined to help their customers adhere to social distancing measures, Alabama supermarket Bruce's Foodland installed social distance mat Crossgrip Line 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 supermarket Bruce's Foodland suddenly needed a way to help their customers maintain a safe 2m social distance. Like other essential businesses, the busy supermarket 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.

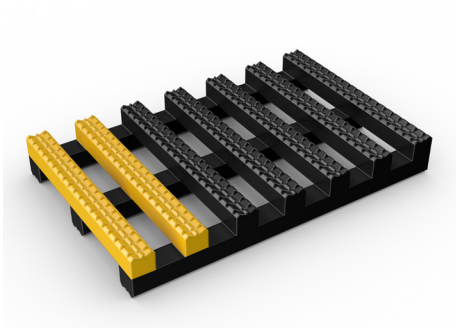
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matting products:  
[plastexmatting.com](http://plastexmatting.com)



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### The solution

Our two-layer social distancing mat Crossline Covid-19 fit the brief for Bruce's Foodland. Our two-layer social distancing mat Crossgrip Line Covid-19 was the ideal solution for Bruce's Foodland. The mat's colour-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 supermarket 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 tape), Crossgrip Line 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 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:	Benefits:
 Diamond cut pattern	 Certified slip resistance (DIN 51130: R10)
 Two layer construction	 Excellent drainage (DIN 51130: V10)
 Flexible one piece construction	 Contours to any surface
 Open grid, non-porous flexible PVC	 Easily cleaned & resistant to most chemicals
 Comes in rolls of up to 24m (80')	 Quick to install and move if needed