7 BEST PRACTICES

TO HELP YOU CHOOSE THE **RIGHT** MATERIALS FOR COVID SAFETY MESSAGING

JESSUP
Adhesive Coated Films

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Social Distancing.
Wash Your Hands.
Facemask Required.
One-Way Aisle.
Entrance Only.
Exit Only.
No Contact Pickup.
Stand here.
Wait there…

Covid-related safety messages are everywhere. You see them on asphalt parking lots, concrete sidewalks and brick buildings. On interior and exterior walls. On doors and floors and more.

The next time you walk into a store, look beyond the printed message, look at the material on which the message is printed. Are the edges torn? Ripped? Tattered? Is the graphic peeling off the surface? In the necessary rush to get the first wave of these safety messages printed and posted, a lot of important considerations in terms of performance quality of the material were understandably overlooked.

Today, as the second wave of virus messaging evolves, business leaders are taking time to more closely evaluate the science, the performance data and the safety codes and standards behind the materials they specify. They are demanding more than just a consistent look-and-feel; there is an expectation that graphics will have a certain level of durability, will reduce the risk of slips and falls and will be a positive reflection on their brand and reputation.

For more than six decades, we have engineered the innovative and patented sciences behind…

- Adhesives that stick and stay stuck…from a day to a decade;
- **Anti-slip** properties to stabilize footing…from backyard decks to Navy carrier decks;
- Material durability that stands up to traffic…from pedestrians to heavy vehicles;
- Materials that stand up to cleaning…from a light wipe down to harsh disinfectant washings;
- Materials that take on Mother Nature…from the blistering summer sun to frigid icy winters.

We created this eBook to help you understand the importance of material selection and to share the 7 Best Practices that will make you become a Material Specification Expert.

BEST PRACTICE #1

Start with the End in Mind.

Like most business leaders, your organization is putting in place plans that will dramatically redefine how you engage and interact with customers, visitors and employees.

Executives we've had conversations with are reinventing:

- How customers will be allowed to navigate through a building;
- How seating will be reconfigured in restaurants to ensure social distancing;
- How back-of-house operations will be structured to provide no-contact delivery;
- How passengers will be required to line up to board planes, buses and trains;
- How fans will be allowed to enter stadiums and theaters;
- How the number of riders will be restricted in elevators; and
- How business will be conducted going forward.

Best Practice #1 continues on the next page

BEST PRACTICE #1

To start with the end in mind, we suggest creating a comprehensive spreadsheet that defines all areas, indoors and outdoors, where graphics are needed. Our intent here is to walk you through, step-by-step, how to create a spreadsheet that will guide your graphics material selection process. Your actual needs are likely to be more, or less, than what's listed here.

Location	Application Direction	Application Surface	Surface Composition	Duration of Application	Cleaning Regimen	Cleaner Rating	Cleaning Schedule
❑ Parking lot	❑ Horizontal	❑ Ground	❑ Asphalt	❑ 3 months	❑ Power wash	❑ Harsh	❑ Monthly
❑ Customer pickup	❑ Vertical	❑ Door	❑ Concrete	❑ 6 months	❑ Windex	❑ Mild	❑ Weekly
❑ Loading dock		❑ Floor	❑ Glass/Aluminum	❑ 9 months	❑ Scrubber/soap	❑ Aggressive	❑ Daily
❑ Sidewalk		❑ Splashguard	❑ Tile/Style	❑ 12 months	❑ Vacuum		❑ As needed
❑ Entrance door		❑ Wall	❑ Carpet/Style	❑ 12+ months	❑ Soap		
❑ Lobby		❑ Mirror	❑ Plexiglass				
❑ Aisles			❑ Glass				
❑ Elevators			❑ Finished wood				
❑ Checkout lane							
❑ Restroom							

First Step	Second Step	Third Step	Fourth Step	Fifth Step
First, determine all the areas of your facility that will require safety instructions.	Next, make a list of the application direction and application surfaces. Both are important when specifying materials.	The next important consideration is composition of the surface to which your graphics will be applied.	Now identify the length of time you want the graphics to remain in place. It is common for organizations to replace graphics at different time intervals or as the message changes.	The next three columns of your spreadsheet define how you expect to clean the graphics.

The baseline for your material selection is now complete.
The next consideration is the location and climate of each building that requires messaging.

BEST PRACTICE #1

Completed, your spreadsheet should look similar to this one. It serves as a guideline for specifying the right material for each application you have identified.

Location	Application Direction	Appliction Surface	Surface Compostion	Duration of Application	Cleaning Regimen	Cleaner Rating	Cleaning Schedule
Parking lot	Horizontal	Ground	Asphalt	3 months	Power wash	Harsh	Monthly
Customer pickup	Horizontal	Ground	Asphalt	6 months	Power wash	Harsh	Weekly
Loading dock delivey	Horizontal	Ground	Asphalt	12+ months	Power wash	Harsh	Monthly
Sidewalk	Horizontal	Ground	Concrete	6 months	Power wash	Harsh	Weekly
Entrance door	Vertical	Door	Glass/Aluminum	9 months	Windex	Mild	As needed
Lobby floor	Horizontal	Floor	Tile	9 months	Scrubber/soap	Aggressive	Daily
Primary aisles	Horizontal	Floor	Tile	9 months	Scrubber/soap	Aggressive	Daily
Secondary aisles	Horizontal	Floor	Carpet/Style	9 months	Vacuum	Mild	Daily
Checkout lane 1	Horizontal	Ground	Tile	9 months	Scrubber/soap	Aggressive	Daily
Checkout lane 2	Vertical	Splashguard	Plexiglass	9 months	Windex	Mild	As needed
Restroom 1	Vertical	Wall	Ceramic tile	12 months	Scrubber/soap	Aggressive	Daily
Restroom 2	Vertical	Mirror	Glass	12 months	Windex	Mild	Daily
Restroom 3	Vertical	Door	Finished wood	12 months	Soap	Aggressive	Daily

BEST PRACTICE #2

Understand the Erratic Nature of Mother Nature.

You know for certain that Mother Nature impacts every location in which you operate. Winters and summers can be harsh. Tornadoes, hurricanes, earthquakes…all have an impact. As you prepare a plan to install consistent messages across your entire organization, it's also important to consider the location of each building.

The printer you work with can provide insight into the best inks and protective overlaminates that can stand up to direct sunlight, snow and ice, heavy thunderstorms, extreme temperatures (hot and cold) and the normal impact of everyday weather.

There's an old cliché that says you can't fool Mother Nature. But if you plan well, you can hold your own.

FAST FACT: National Safety Council research found the annual slip-related costs for medical expenses, lost work days and litigation exceeds $70 billion.

BEST PRACTICE #3

Message Consistency.

As a leader in your organization, you know the inherent value of consistency. Consistency is why we have processes, bills of material, instructions on certain ways to build a sandwich or wait our turn in a security line to board an airplane or enter a stadium.

Regardless of what your organization does, your posting of clear, cogent and consistent virus-related messages from site to site lets people know what to expect when conducting business with you. It also sends the message that you've given serious consideration to everyone's safety, individually and collectively.

We want to be clear, Jessup does not print.

But, as a specialty materials manufacturer, we have developed a powerful global network of quality printers that we can recommend based on your goals and objectives. Additionally, we work with a talented design team that can help you as well. The images you see here were developed in-house for commercial use and are available to you at no charge, for use with Jessup materials.

FAST FACT: Jessup engineers, technicians and scientists have developed more than 10,000 custom and private-branded solutions for customers worldwide.

BEST PRACTICE #4

Demand Data.

Regardless of your application – graphics for safety, information, way finding or promotion – we recommend you do not approve any material without certification of its performance and quality. Take a look at the photos on the next page to see what happens when the wrong material is specified.

Proof is a wonderful thing. Reliable manufacturers will always make available their results from independent testing, which is evidence their materials will perform as promised. Never be afraid to challenge the data and ask questions. Use the spreadsheet you created in Best Practice #1 as a guideline for asking questions about performance and quality. Photos on the next page are real-world examples of what can happen if the right questions are not asked.

Examples of key metrics to look for:

- Coefficient of friction for slip rating of anti-slip products.
- Peel Adhesion – the strength of the bond.
- Shear Adhesion – how prone to adhesive failure.
- Tack – the measure of stickiness of the adhesive.
- Chemical exposure – the impact of chemicals on the material.
- UV stability testing for duration under lights and sun.
- Burn/flammability testing for fire safety rating.

The industry standard for providing this data is on technical, regulatory and safety data sheets. These sheets will list the codes and standards to which a material you are considering has been tested. Do not be afraid to ask for details on the codes and standards as well as the independent organization that did the testing.

Again, get the facts. All reputable companies will have this information readily available. If not from your sales rep, it should be on their website or from their customer service and/or technical support teams. It's your money, your company and your reputation – demand the data.

FAST FACT: With extensive in-house product testing equipment and labs, Jessup routinely tests new and existing products to ensure performance and quality.

BEST PRACTICE #4

Six real-world examples that underscore the importance of these 7 Best Practices

These photos of failing graphics are indicative of problems that can and will happen when the wrong material is specified. Look closely. What do you see?

We see a heightened risk of slips, trips and falls. A poor reflection on a company's brand and image. An ugly look and feel. An expensive hit to the budget for having to replace them. All of which would have been avoided if they had followed the Best Practices outlined in this eBook.

FAST FACT: Occupational Hazards reports the average per-incident cost of an avoidable slip and fall accident is in excess of $41,000. Graphics that don't stick are a slip and fall hazard.

BEST PRACTICE #5

Know the Standards & Codes.

In specifying materials, it's important to be aware of and accept nothing less than materials that are certified 100% compliant with relevant codes and standards for safety and product performance. Codes and standards represent a firm line in the sand; they're in place to protect your employees, customers, visitors, you and your organization.

FAST FACT: Jessup is at the forefront of developing sustainable products that offer environmental, economic, and social benefits, including certain LEED credits.

BEST PRACTICE #5

You are probably familiar with some of the agencies that have developed the codes and standards:

- The Occupational Safety and Health Administration (OSHA) and Americans with Disabilities Act (ADA) have standards for anti-slip protection on hazardous surfaces.
- The National Floor Safety Institute (NFSI) certification for "High Traction" is recognized nationally as the gold standard for floor applications.
- ASTMD-2047 is the standard for outdoor ground graphics and was developed by ASTM International (formerly known as American Society for Testing and Material).
- ASTM E84 is the ASTM International standard for flame spread.
- There are more; we encourage you to speak directly to your materials manufacturer to understand the codes and standards relevant to your strategy.

Safety codes and performance standards should not be taken lightly; they are in place to protect you, your employees, customers and visitors as well as your organization.

We take them very seriously. Jessup scientists, engineers and technicians have been at the forefront of working closely with international, national, statewide and even some local agencies in developing and providing testing analysis support used to write these codes for more than 60 years. This investment of time, knowledge and general expertise is made on your behalf.

This best way to protect your organization is to follow Best Practice #5: Know the Standards and Codes.

FAST FACT: Jessup is an active member in the National Floor Safety Institute and has multiple products certified to NFSI standards for slip resistance.

One of the advantages of manufacturing materials is the time we spend testing, re-testing and testing again all the different aspects of our materials: different adhesives, various grades and make-up of grit materials, different liners and so on. This investment of time and resources enables us, and all material manufacturers, to provide you with accurate safety characteristics, performance properties and the all-important instructions for installation and removal.

You might be surprised to learn not all organizations adhere to the manufacturer's instructions for installation and removal. Then again, maybe you're not surprised. But following those instructions from the manufacturer is very important.

Some adhesives will stick to anything. But most are best when applied to a clean, dry surface within a certain temperature range. Most adhesives, when removed per the directions, will leave no residue, which will save a significant amount of time – and frustration.

Like everything, there is a right way and a not-so-right way. That's why Best Practice #6 might be the best advice we can share: follow the instructions for installing and removing materials.

If you've misplaced the instructions, just reach out to the manufacturer. You'll be glad you did.

BEST PRACTICE #6

Follow the Directions.

FAST FACT: National Safety Council research shows more than 17,000 avoidable slip and fall accidents are reported per year. Graphics that don't stick are a slip and fall hazard.

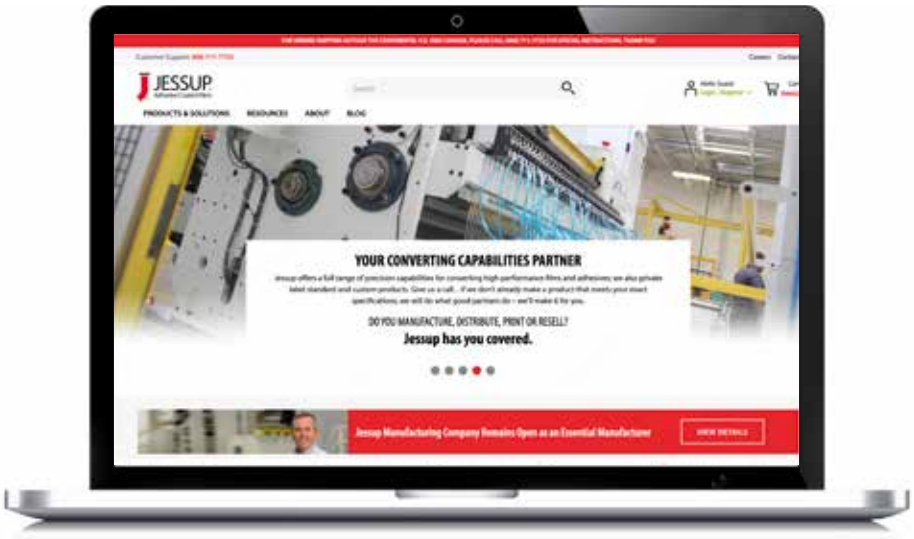
BEST PRACTICE #7

JESSUP Adhesive Coated Films

Still Uncertain? Call Jessup Resources.

Jessup resources are available to help you. On staff, we have chemists, engineers, technicians and other professionals certified in material and adhesives quality, design, performance and/or industrial applications. And while our areas of expertise may vary, the common thread that bonds all Jessup resources is our collective ability to rapidly develop innovative solutions to our customers' material and adhesive challenges. (Examples on the back cover.)

So, as you develop plans for COVID-related **safety graphics,** we encourage you to start with the end in mind, create your spreadsheet and follow our Best Practice recommendations. If, at any point, you would like to consult with us, give us a call. We'll share our knowledge and expertise at no cost to you. When we say we're here to help, we mean it.



Bookmark jessupmfg.com as your ultimate materials resource guide.

CONTACT US

We hope these Best Practices help you.

Here are some examples of recent solutions:

- Used a pigmented pressure-sensitive adhesive (PSA) to remove film from construction to save money and create unique market solution.
- Developed a PSA to withstand 10 commercial wash and dry cycles.
- Developed a process to create air channels in adhesive films to allow final product to "breathe".
- Created unique wall stencil product with removable PSA and paint masking for graphic arts.
- Designed anti-slip printable media for outdoor use leveraging our Asphalt Art® expertise combined with anti-slip expertise to meet all applicable standards.
- Designed 10-mil adhesive product for customer to replace layering five 2-mil films for unique sound dampening application.
- Created custom color indicator glow-in-the-dark vinyl products for military identification on bases.
- Created unique non-slip product using recycled rubber particles to replace traditional abrasive grains to create sustainable non-slip tape.
- Created custom photoluminescent tape for entertainment industry (stage marking) by modifying standard Jessup offering to meet customer price target and product specifications.
- Jointly developed and patented specialty splicing tapes for high speed/flying splices using PSA and polyurethane technologies combined.
- Created custom high-temperature solution with modified acrylic PSA to handle demanding applications inside of a cooking grill at 600F!

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How may we help you?
Call: 888-711-7735

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