



## **Respond Summary.**

Hospitals being reconfigured for COVID. Convention spaces being repurposed as hospitals. Parking lots are now testing sites. Tent cities sprouting up in vacant fields. Our world has changed. As have our public spaces and the way in which we experience them. We wanted to help.

So we introduced Respond, a set of new and old products that bring order, flow and safety to these newly adapted spaces.

## **Description.**

Respond is a direct print signage system (similar to Moxie) designed for extended temporary use. It includes both interior and exterior sign types. Respond has a complete selection of COVID-19 messaging so your client can select what's needed fast. Of course, we will customize sign copy too. Install is "do-it-yourself".

## **Products.**

### Exterior

- Post and panel... 5', 6' and 8' high; weighted rubber base supports post
- Monument... 5 sizes, 2 and 4 sided configurations; signs ship flat; fold-up design and press-in fasteners make assembly easy; multiple anchoring options available
- Banners... 5 sizes, heavy duty with sewn seams and grommets; hang, wall mount or wrap existing signage

### Interior

- Wall signage... printed ACM or low-cost extruded PVC panel
- Freestanding... fold-up assembly; easel-style stand
- Wall posters... low tack adhesive goes up quickly and removes cleanly
- Window films... peel and stick static cling stays in place and removes quickly
- Banners... 5 sizes; heavy duty with sewn seams and grommets; hang or wall mount
- Notices and notice holders... notice holders keep clutter at bay while cleanable inserts and holders keep surfaces safe

### Social Distancing and Personal Protection

- Floor decals... markers designate 6 ft safety zones; 5 standard sizes, 5 pre-selected graphics
- Protective shields... 3 sizes designed for counter-top use; assembles in seconds

## **Client Targets.**

Healthcare end users. Banks. Retail. Schools. Government offices (Dept of Motor Vehicles, Post Office etc). Wherever face-to-face customer service is provided; (several dealers have contacted us for significant quantities of floor markers and protective shields so don't forget about them)



### **Not Just COVID.**

While we're currently offering messaging that is clearly directed at the current COVID crisis, Respond is for any circumstance calling for re-purposing of the built environment... it may also be a solution for event signage, temporary signage during construction or another pandemic (let's hope not!) Or as a quick, cost-effective way to add important new messaging to any space.

### **Function. And Fast.**

As with everything Takeform, Respond looks nice. But Respond isn't about design. It is all about function – and deploying fast. Fast to select, fast to ship, fast to assemble and install.

### **Low-cost.**

For rigid signage, Respond includes two material options... our standard printed 6 mm ACM (Moxie) and a rigid, 6 mm lightweight, closed cell PVC panel. The PVC is typically a 50-60% discount to the ACM. It, however, is not as attractive nor will it last as long as the ACM.

### **Other.**

Product Life - extended temporary use – 1-year guarantee

Price - quantity pricing applies to the Protective Shield and Notice Holders

Delivery - when the client needs it; 2 weeks typical.

Commission - 10% (flat)

Dealer pricing - 25% discount from list

Samples - on request

Installation - by client