



Creating a safe retailing environment for staff and customers

As the UK heads towards the easing of the coronavirus lockdown, our retail community is preparing to reopen its doors and provide a safe sanctuary for shoppers returning to the high streets.

At Fleet, our mission is to help retailers to deliver the best possible shopping experience to their customers. Despite the challenges that may lie ahead, we believe the demand for great products and great packaging will still be there, but so will the need to shop safely.

We have put together this handy guide to help you trade with peace of mind while observing the new guidelines around hygiene and social distancing.

This is not an exhaustive list of measures you should take, and we would recommend that you familiarise yourself and keep up to date with the latest guidance from the [Government](#) and the [Health and Safety Executive](#) on making the workplace secure.

Prioritise cleaning and hygiene

Put a regular cleaning protocol in place which meets safety requirements and recommendations, as well as measures for sanitising during trading hours.

A high-alcohol content [hand sanitiser](#) will kill 99% of viruses and bacteria without staff needing to leave their position at the till or shop floor to wash hands with soap and water between every contact with product or customer. Look for a sanitiser with a minimum of 70% alcohol for maximum protection and ensure it has HSE approval for distribution in the UK.

Consider providing staff members with handy-sized bottles for individual use as well as making larger bottles available at till points and in sanitising stations at your store entrance.

Wipe down surfaces regularly with an [alcohol-based aerosol](#) or spray, paying particular attention to high touch-point areas such as till counters, card machines and doors.

Maintain distance

Current social distancing rules require staff and customers to remain at least 2m apart. There are a number of measures you can take to implement this.

Limit the number of customers you allow into your store at any one time and create a safe queueing environment outside. Use tape or barriers if necessary, together with clear signage and visual aids. [Floor stickers](#) can be very effective for showing where customers should stand and in which direction they should make their way through your shop – a one-way system helps to minimise contact between customers moving in different directions. Depending on the size and layout of your store, try to set up different entry and exit points too.

Other space-enhancing measures you can take to protect both customers and staff include reducing stock density and creating larger spaces between displays. If you have customer seating in your store, consider also removing this until protective measures have been lifted.



Protect staff and customers

Allow your staff regular breaks to wash and/or sanitise their hands and ensure they do not share equipment such as pens, measuring tapes, phones or tablets. Try to cluster your staff by arranging rotas so that the same people work together where possible, and stagger shift starts and break times to avoid overcrowding. Encourage staff to bring in their own food and refreshments, and space out seating in rest areas where possible.

[Clear plastic screens](#) can provide an effective barrier between staff and customers in order to minimise contact. Where possible these should be erected on the front of till points and between adjacent tills. In a larger store, you may also consider removing alternate tills to maximise space between them.

You may require shop, warehouse and/or manufacturing staff to wear appropriate [personal protective equipment \(PPE\)](#) such as [masks](#), [gloves](#) and [plastic visors](#). Ensure there are sufficient

supplies in stock if you intend to make this mandatory. If you wish customers to wear masks, use display signage at you store entrance to make them aware of this and any other requirements or recommendations for shopping in your store.

A temperature of over 37.5 degrees Celsius is one of the key signs of coronavirus infection. To minimise the risk of an individual with coronavirus entering their premises, some businesses will be choosing to take the temperatures of both staff and customers prior to entry. An [infrared thermometer](#) is non-invasive and will provide a quick and accurate reading. When buying, check that your chosen model has a certificate of conformity to guarantee compliance with regulatory standards.

To find out how Fleet Luxury Packaging can help you reopen your business with low-cost hand sanitiser, alcohol aerosol spray, thermometers, face masks and social distancing signage visit our [website](#) or call 01634 500119.

Fleet Luxury Packaging specialises in the manufacture, supply and distribution of quality products for a range of retail sectors including fashion, cosmetics, beauty, jewellery and watches. We pride ourselves on combining the highest quality products with exceptional customer care at every step of the process, from the sourcing of the latest sustainable materials to the supply and distribution of bespoke boxes, bags, tags, tissue, stickers, hangers, garment covers and more.

Leading international names have entrusted us with promoting and protecting their brand values for over 16 years, but we also work closely with thousands of artisans, producers and independent retailers to create high-quality packaging that adds the finishing flourish to their customers' buying experience.

To discuss your luxury packaging needs, contact our UK head office on 01634 730334.