



FMAGAZINE

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How Self-Service Kiosks Will Shape the Future of Grocery

PLUS

» **Making Kiosks Accessible for Everyone**

» **Merchandising Displays:**
Getting the Best Design Without
Blowing the Budget



Approach Self-Service Kiosks

Featuring commercial-grade touchscreens, optional assistive technology and more, Frank Mayer and Associates, Inc.'s self-service kiosk line Approach marries smart design with an array of customization options and brand personalization.



Smart. Sleek. Customizable.
A new approach to self-service.

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NEW SERIES: Common Challenges When Planning a Visual Merchandising Campaign (And Their Solutions)



In the first article of our four-part series, we address getting the best design for your merchandising displays without blowing the budget.



On the Road with FMA

Our latest photos from the recent trade show circuit.

Frank Mayer and Associates, Inc. is a leader in the development of in-store merchandising displays, interactive kiosks, and store fixtures for brands and retailers nationwide. The company helps retailers and brands utilize the latest display solutions and technologies to create engaging customer experiences.

How Interactive Kiosks Will Shape the Future of Grocery

Katie Kochelek, Marketing Specialist | Frank Mayer and Associates, Inc.



Place your deli order now, and pick up later.

TAP HERE



Much has been written recently about the mounting disruption grocers face as they compete with e-commerce options. And while many factors will determine the success of supermarkets in the future grocery landscape, investing in customer service is an undeniable way to secure a competitive edge in the market.

Today's customers expect more from physical stores, and self-service technologies can provide the kind of consumer experience that prompts shopper loyalty. Here are three ways self-service kiosks can benefit supermarkets as they look to the future.

Reduce wait times at the deli and meat counters

We've all been at the back of the deli counter mob, silently tallying how many people are in front of us based on when we arrived. And don't even get me started on that one latecomer who always jumps the line. It's enough to give even the most patient person a headache.

Further, these counters aren't the most efficient for customers trying to get in and out quickly while they wait for an attendant's attention or for the employee to finish fulfilling the order.

Imagine removing this friction point with a self-service kiosk that allows customers to place deli or meat orders and then continue with their shopping as it's being assembled. Like a quick service restaurant, orders would be sent to a kitchen crew who can quickly focus on preparation. Not only does it improve productivity for customers, but more deli and meat attendants can be redeployed to expediting versus order-taking.

Once done, the shopper simply returns to the counter to pick up his or her order.

And much like a fast food restaurant's well-known phrase, "do you want fries with that," grocery kiosk technology can also provide opportunities for upselling, leading to larger order tickets. Can you imagine a machine always remembering to suggest a customer add a deli salad to his half pound of ham order?

Wayfinding for hard-to-find products

Recently, my local grocer redesigned its store layout and I found myself on a five-minute hunt for olive oil. I couldn't track down an employee,

so I spent a good amount of time reading signage and wandering aimlessly from aisle to aisle.

When associates aren't readily available, wayfinding can be an aggravating experience for shoppers who are unaccustomed to a store or having a difficult time finding an obscure ingredient.

Offering wayfinding kiosks at key places in a supermarket can alleviate the frustration of locating items and can also keep patrons from needing to ask employees who are often concentrated on tasks like stocking or cleaning.

And when not in use? Grocery stores can take advantage of the kiosk's idle screen to promote weekly specials or rewards.

Simplify bakery orders

If you've ever ordered a custom cake for a kid's birthday, you've likely encountered the bakery's three-ring binder with laminated sheets of cake options. You might have also placed the order using a paper form.

Kiosks can eliminate the need for these oversized books and outdated order sheets.

First, kiosks allow for easy browsing, offering opportunities to replace physical albums with digital galleries displaying a grocer's entire cake portfolio.

Second, self-service technology can prevent small mistakes that happen on write-in forms, like forgetting to fill out a crucial detail or leaving off a phone number. Kiosk software could also be set up to send an auto-email letting the customer know an order was received or that it's ready for pick-up.

At the end of the day, a self-order kiosk in the bakery department offers the digital customer experience customers have come to expect.

Conclusion

With all the conveniences self-service kiosks provide, it's no surprise many industries have found ways to implement the technology in their customer experience strategies. Grocery stores are no exception and can easily improve their patrons' weekly shopping trips as well as the store's own bottom line with the help of interactive kiosks. ✎

PLACE A BAKERY ORDER FOR YOUR NEXT EVENT.

TAP HERE



Kiosk Industry Made Aware That ADA and Design for Accessibility Mandates Do Indeed Apply (No Exceptions)

Peter Jarvis, Senior Executive VP | Storm Interface



On Sept. 9, a public hearing at the US Federal Access Board was held in Washington D.C. The full Board, academics and interested members of the general public met to discuss the adoption of a new Code of Practice for the kiosk industry. Although still presented as an early draft, this document is cited as a foundation upon which a new ANSI Standard could be based.

The Code of Practice emerged from an initiative by the Kiosk Manufacturer Association (KMA) to identify, collate, clarify and condense a number of confusing and sometimes conflicting mandates. This they considered would be essential if Self Service Kiosks were to achieve compliance with the Americans with Disabilities Act 2010 and the defined Design for Accessibility principles.

There had been some justifiable complaints, from those with disabilities and their advocates. Information, services and products, as delivered by self-service kiosks, were inaccessible to people who could not see, read or interact with touch screen displays. Inevitably, some manufacturers and kiosk operators were facing litigation with claims of discrimination and breaches of ADA regulations. There were urgent requests from KMA members for clarification and guidance. The need to create a simple reference document was clear, as many kiosk manufacturers and operators were unsure whether existing ADA mandates applied to their sector.

Ensuring that members and the kiosk industry were made aware that ADA and Design for Accessibility mandates did indeed apply to them (no exceptions), was the first task allocated to a newly formed committee within the KMA. The KMA Accessibility Committee quickly discovered that there were many myths, misunderstandings and misinformation about what makes a kiosk 'accessible.' The situation was further complicated by concessions assumed or claimed by certain industry sectors and additional requirements mandated for some sectors by government agencies (such as the Department of Transport Air Carrier Access Act).

The scope and scale of the task facing the KMA Accessibility Committee quickly became clear. To survive in a competitive global market, kiosk manufacturers (and their clients) needed to address export markets. To do this they are required to comply with various international standards (such as European EN 301-549) and UN Conventions (UNCRPD). The Committee, co-chaired by Randy Amundson of Frank Mayer Associates and Laura Boniello-Miller of Vispero, undertook to create a 'plain English' collation and summary of the mandates applicable to self-service kiosks. This was to be an innovative document unlike any other published standard. In its initial drafts it would be presented as a Code of Practice to include existing legally enforced mandates, proposed new requirements, recommended best practice and commentary to explain objectives. The intention was that it would be given time to be tested, adapted and to evolve as a workable and accepted standard. Unusually for such a document, it would include illustrations and references to explain why specific rules or specifications had been proposed or adopted. It would allow and provide for advances in technology and to encourage innovations that would improve accessibility and support for 'independent living'.

Making kiosks as accessible and easy to use, for all users, is a stated objective of the Kiosk Manufacturer Association. For more information about the activities of the KMA Accessibility Committee Contact: Randy Amundson at (262) 834-1532. «

About the Author:

Peter Jarvis is a founding Director and SEVP of Storm Interface. He is also a founding member of the KMA Accessibility Committee and a widely published commentator on Accessibility issues. He is an active campaigner and advocate for Independent Living. Storm Interface manufactures STORM Assistive Technology Products. Contact: peterj@storm.interface.com

FEATURED DISPLAY



Dr. Martens Shoe Display

Legendary footwear brand Dr. Martens teamed up with Frank Mayer and Associates to design a shoe wall display that attaches to an existing structure in select Journeys stores nationwide.

About the Display

Dr. Martens decided on a **concert look** for the wall fixture, implementing **music-themed graphics** that complement the brand and constructing the header, metal shelves, and base to **simulate concert lighting truss systems**.

During the planning phase, Journeys requested the display **weigh less than 65 pounds, ship in two cartons, and install in less than one hour**.

Frank Mayer and Associates designed and engineered a display to meet these requirements, constructing the backer graphic piece from DiBond structural aluminum to decrease weight and make assembly and installation easier.

[Learn more here.](#)



GETTING THE BEST DESIGN WITHOUT BLOWING THE BUDGET

Katie Kochelek, Marketing Specialist | Frank Mayer and Associates, Inc.

This is the first article in a four-article series in which we'll address common pain points clients face while planning a visual merchandising campaign as well as multiple solutions to address these challenges. Look for the next article, "*Planning the Ultimate Path-to-Purchase*" in our January 2020 Winter Issue.



Miguel Ruiz

We hear it all the time. "Will it fit my budget?"

Whether it's asked by a client or discussed within our internal concept meetings, that omnipresent number is always top-of-mind when considering designs and materials as visual merchandising projects take shape.

But just because cost parameters might suggest budget and great design are a "one or the other" option, this doesn't have to be the case. In fact, these two factions can easily go hand-in-hand.

We asked Frank Mayer and Associates, Inc. estimator Miguel Ruiz for insight on budget-friendly tips when designing impactful visual merchandising campaigns.

CONSIDER MATERIALS

In a perfect world, you'd achieve your desired mahogany or marble display aesthetic by using just that – mahogany wood or marble slabs. But let's be realistic. You obviously need to factor in the return on investment from the products you're selling against the display costs.

Sourcing similar, more reasonably-priced materials can maintain the desired appearance of a display concept without breaking the bank.

And while things like mahogany wood and marble are clearly expensive materials, you'd be surprised by the savings that engineering less obvious supplies can afford. For instance, digitally printing concrete is much more cost-effective versus a concrete laminate or even the real thing, but at a fraction of the cost.

"As long as the display gets across the intended 'vibe,' customers aren't going to recognize if a feature was constructed with real bamboo or a bamboo veneer," Ruiz says. "Often, the look you were after will still come across, but for a better price."

EVALUATE HARDWARE OPTIONS

Before entering the design stage, take into consideration how often a fixture will need to be moved. Doing so can determine

what hardware components might be necessary – or, in this case, not necessary.

"If a display will only be relocated once a quarter or once a year, avoid the cost of casters in favor of levelers instead," Ruiz says.

And while savings might be minimal per unit, small details like this can easily add up when a brand or retailer rolls out a large order.

A NEW TAKE ON GRAPHICS

Graphic elements are particularly important on a merchandising display, as they're often the first thing to grab a shopper's attention and encourage him or her to explore further. Thus, it's not uncommon for a brand to be especially concerned with what graphics look like and how they're implemented on a display.

But creating interest using stand-off graphics or backlighting can be expensive. Instead, Ruiz suggests exploring ways to create visual interest using shadows in the actual artwork design. He emphasizes it's especially effective for headers eight to 10 feet high since it gives the appearance of dimension from farther away.

THE BENEFITS OF MITER FOLDING

Miter folding is the process of folding material along scores to create a seamless corner. V-groove equipment generates channels in a material like MDF or laminate that act as hinges and allows the material to be folded.

Imagine you need a small cube display that requires color on all surfaces. Typically, you might consider laminating all surfaces after fabrication, but the manual labor would make it far too expensive in addition to exposing the dreaded black lines in the corners, characteristic of high-pressure laminate use.

You might contemplate painting it after fabrication, instead, but this too would be expensive, and the finished product runs the risk of looking different from one piece to another due to manual spray painting.

Enter miter folding as a cost-effective option that delivers a nice-looking piece. Using this technique not only saves costs due to less material and more efficient assembly, but miter folding can also improve aesthetics and reduce the weight of finished items.

FLOOD COATING FOR SMALL ORDERS

Sometimes a display might require a plastic element, like a shelf. If hundreds are required, the minimum quantity of pounds of material is typically met and a color match of the required color would be completed.

However, if fewer units are needed, ordering colored plastic material would be cost-prohibitive.



Flood coating the second surface, or the underside of a clear material, allows the use of a more readily-available clear plastic. The process involves covering the entire back surface of the clear material with the desired ink color, so the color seen through the clear plastic fools the eye into thinking it's a solid material in a custom color.

Ruiz adds, "This also has the additional benefit of preventing rub off from any ink, so in some cases, even brand imagery has been printed on the back surface as well."

THINK SQUARE

Curved surfaces are gorgeous, but unfortunately the price tag isn't. Using rounded surfaces at retail is synonymous with excessive hand labor and fabrication, generally by highly-skilled craftsmen who can make only a handful of units a week.

Manufacturing en masse has slightly improved, but limitations still exist in this area. Sheet metal can "roll" to create a similar effect, but labor is still needed to weld, fill, and grind to make surfaces smooth and visually soft.

"Curved and rounded edges are more typically found in one-off flagship stores where budgets can absorb the extra costs for a particular look," Ruiz says. "But as seen with techniques like miter folding, square and flat surfaces make more use of high-capacity, high-quantity production methods, improving on price dramatically."

CAN TOOLING BE AVOIDED?

The use of tooling is a broad concept in the retail and point-of-purchase industry where it expands several disciplines including injection molding, vacuum forming, metal stamping, roto molding, and more.

In most instances, quantity is king. If you're planning a large order with thousands of units, tooling makes sense to keep pricing low and efficiency high.

At times, tooling can be unavoidable in the case of a highly-customized or multi-functional part. For these examples, tooling ensures a consistent, high-quality and dimensionally-accurate part will be produced every time.

But what about the cases when quantities are low?

Creating a custom tool in this instance would make little sense as the price would make the total costs unreasonable. What do you do in this instance?

"Many companies have taken 3D printing to a competitive level with manufacturing," Ruiz reveals. "Because 3D printing two to three hundred parts is common now, design houses are able to produce intricate parts without the need to invest in hard, expensive tooling and where hand fabrication is not even an option."

A WORLD OF POSSIBILITIES

The options are endless when it comes to saving money in design costs without having to compromise your overall vision. A good merchandising display company will have experienced teams of designers and estimators who recognize solutions to meet your goals – all while staying within your budget guidelines. «



ON THE ROAD WITH FMA

WE'RE STILL UNPACKING FROM THIS SEASON'S TRADE SHOWS. FOR MORE PICTURES OF THE FUN, FOLLOW US ON INSTAGRAM!



AIMEXPO



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Need to determine ROI on your next merchandising display or interactive kiosk campaign?

We've got you.



Download our white paper *Determining ROI for Merchandising Displays and Interactive Kiosks* for a convenient calculator to help estimate variables and outcomes for your next merchandising campaign.

Find it Here.