

2021:

Retail and Point of Purchase Industry Predictions



KIOSKS

- » College Campus Kiosks Transform Higher Education
- » How Much Do Self-Service Kiosks Cost?

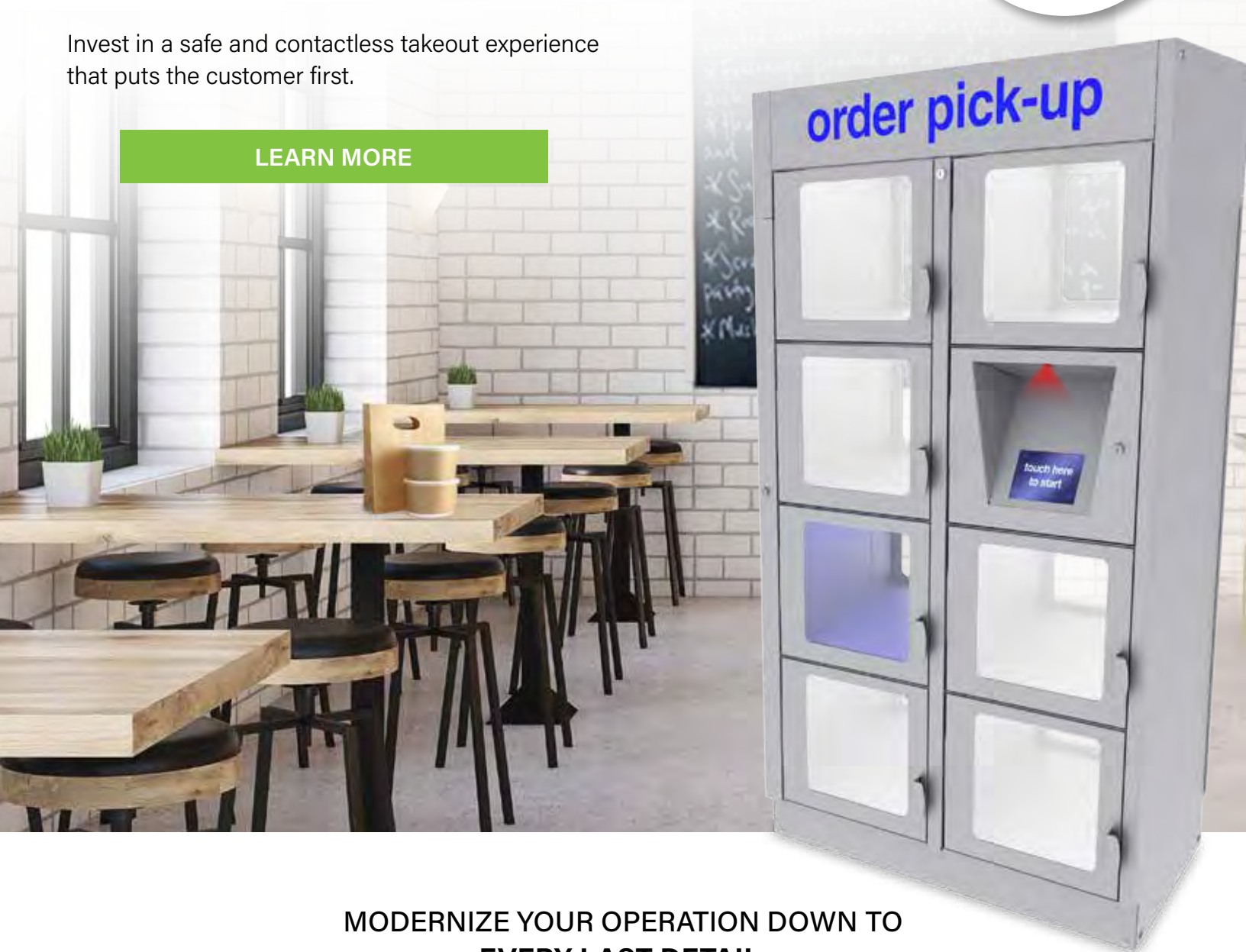
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IN THIS ISSUE



What's In Store for 2021: A Look Ahead for Retail and Point of Purchase

Our experts share their unique insight regarding the future of retail and the point of purchase industry.



College Campus Kiosks Transform Higher Education

Learn how college campus kiosks can offer streamlined services, wayfinding capabilities, and public safety for university students, faculty, and staff.



How Much Do Self-Service Kiosks Cost?

While it's evident kiosks are an important investment, there are many factors that can influence the price tag.



Frank Mayer and Associates, Inc. Celebrates 90 Years

A message from our President as well as a look back on the decades.

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.

Visit www.frankmayer.com for more information.



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WHAT'S IN STORE

A Look Ahead for Retail and the Point of Purchase Industry in 2021

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

When I wrote the [“What’s in Store for 2020”](#) article last December, I could not have predicted what was to come in three short months. My closing statement promised a bright future for retail and the point of purchase industry in 2020.

Instead, a worldwide pandemic shifted industry conversation from experiential retail and strategic partnerships to more simplified objectives like keeping customers and employees safe, store shelves stocked, and open signs lit. Sadly, the year claimed many longstanding retailers and put countless more in precarious positions as they struggled to stay afloat. But while 2020 will go down in history as the year of the pandemic, for successful retailers, it will also be remembered as the year of the great pivot.

We’ve written this editorial year after year, always focusing on the future. But after this year, to discuss the future, we have to appreciate the lessons learned from this most recent past. So, I asked our Frank Mayer and Associates, Inc.’s point of purchase display experts to weigh in on what they foresee for 2021, based on what transpired in 2020.

You’ll be relieved to hear they all agreed on one major point – physical retail will eventually rebound. With the recent vaccination roll-out, many noted the promise of safer shopping excursions will be met with eager shoppers ready to return to some normalcy.

But they also went further with their predictions of

what recovery will look like. Read on to discover their thoughts on what 2021 has in store for retail and the point of purchase industry.

CONVENIENCE IS KING

Pivot. There’s that word again. If you picked up a news article, sat in on a strategy meeting, or rewrote a business plan, you’ve likely encountered it over the last year. And to merchants, it became a crucial game plan to weather the storm.

Back in March, retailers found themselves revisiting their playbooks and being forced to implement programs that were still in their infancy stage. Services like Buy Online, Pickup In Store (BOPIS), curbside pickup, locker systems, and self-service technology were all promising concepts in the years leading up to now, with many stores dipping their feet in the water to test them.

Then 2020 fast-tracked these programs. Stores were forced to work out kinks on the fly, while customers were more willing to participate in services designed to mitigate safety risks.

This quick adoption out of necessity has revealed to shoppers how convenient these programs are – pandemic or no pandemic. Saving time by placing a digital purchase that someone else shops for or ensuring an order is correct by entering it through a self-order kiosk means customers have become accustomed to the expediency and ease these services offer. And with more

people becoming adept at utilizing the technology that goes along with these programs, expect to see them as the new norm in top-notch customer service.

TECHNOLOGY FOR SAFER IN-STORE MERCHANDISING

We humans are pretty hardwired to form habits. Even long after a threat, we still hold traces of memory that influence our behavior. Think the fight or flight response left over from our Cro-Magnon days, or why you might remember your Depression-era grandparents saving money under the mattress.

The pandemic will be no exception. “Shoppers are going to be even more aware of microbes and bacteria that can cause the spread of disease or illness,” Creative Director Ryan Lepianka says. “As a result, touchless demonstration options are going to be more attractive in store, while still allowing consumers to physically see and interact with products.”

These touchless options can be as simple as motion activation or video loops on a merchandising display to grab a customer’s attention; or they can be more comprehensive tools like touchless interactive kiosks, voice recognition, and lift and learn technology to keep contact at a minimum.

Major developments of contactless solutions in the point of purchase industry coupled with a more health-cognizant shopper means we’ll notice displays and kiosk programs incorporating these options more frequently in the future.

THE NEW LOOK OF BRICK-AND-MORTAR

While physical stores suffer the brunt of the pandemic’s consequences, e-commerce has stepped in to save the day for retailers that have robust digital platforms. But with brick-and-mortar’s eventual return, customers will be met with a new kind of shopping trip thanks to lessons learned in 2020.

Our experts cited everything from smaller footprint stores to continued creative partnerships between big box and branded stores like the recent [collaboration between Kohl’s and Sephora](#). With the heavy burden placed on our delivery channels this holiday season, we’ll also see more stores using their backrooms as inventory hubs to reduce delivery time and expenses on digital orders.

And while we’d like in-store shopping to bounce back quickly, the reality is that it’ll be a gradual process due to many variables. Because of this, inventory will remain

limited, even as store traffic slowly increases.

David Anzia, Senior Vice President of Sales, explains, “In-store traffic will pick up throughout the year, but inventory will continue to be low. If specific merchandise doesn’t exist in store, customers will want to have product delivered to their homes.” He goes on to say, “As a result, contactless kiosks and infinite aisle ordering will be a focus in 2021.”

What about that “experiential retail” buzzword that dominated retail news for the past few years?

“I expect the retail trend will continue in the direction of ‘experience’ over ‘frugality,’” Lepianka asserts. “It’s going to be important to entertain and intrigue customers if we want to give them a reason to return to the brick-and-mortar option.”

THE ART OF CONNECTION

If there’s one thing the pandemic revealed, it’s that there’s a very real need for human connection. We bore witness to the creative lengths people went to achieve this, whether it was through Zoom parties, birthday trains, or cardboard signs that dotted neighborhood lawns congratulating their graduates.

The past year has really emphasized the importance of “connection,” whether it’s person-to-person or brand-to-consumer. And this new appreciation for its significance will be key for the point of purchase industry.

“Now, more than ever, ensuring your merchandising display or kiosk grabs attention and emotionally connects with a shopper is vital,” Cheryl Lesniak, Integrated Marketing Manager affirms.

She explains the value of using brand imagery and stories, video, and technology that surprises and delights. “These are all dynamics that get you noticed in a world of constant marketing messages,” she says. “But more so, these elements are going to elicit feelings and response from customers – whether that be excitement, trust, investment, or all of the above.”

CONCLUSION

So does the 2021 future look bright? I think there is a lot of cautious hope that this year could be a palate cleanser after the last 12 months. It’s been a rocky road that we’re still traveling, but with the lessons learned from 2020, we anticipate retail and the point of purchase industry will reemerge with a better understanding of how to position for a successful future. «



FEATURED KIOSK

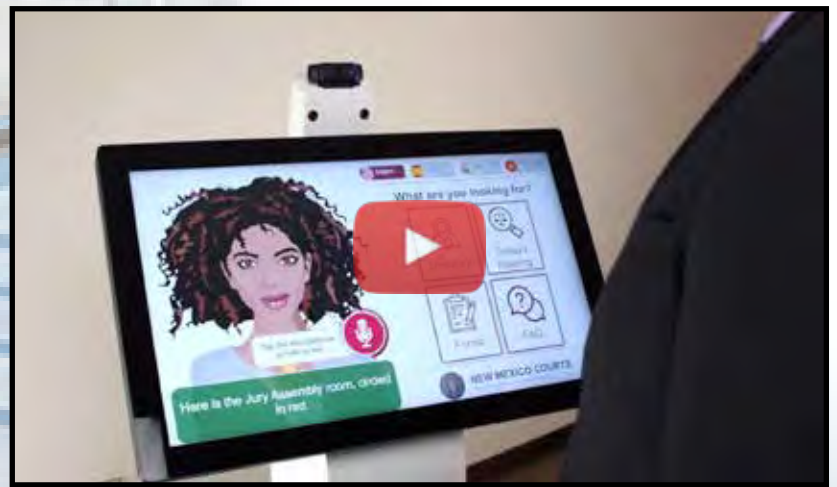


ARS Connect Kiosks at Courthouses

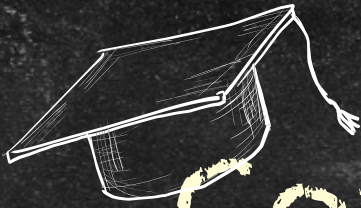
ARS Connect, the technology company behind a new, state-of-the-art A.I. workforce platform, partnered with Frank Mayer and Associates on a self-service kiosk solution aimed at courts, government facilities, and businesses.

The kiosk's innovative technology provides customizable customer support for visitors, answering frequently asked questions like how to pay a parking ticket or where to go for jury duty.

[Learn More](#)



The future of avatar self-service technology is here. Watch a video about the project.



College Campus Kiosks Transform Higher Education

College campus kiosks can offer streamlined services, wayfinding capabilities, and public safety for universities and their students, faculty, and staff.



By: Katie Kochelek, Marketing Specialist
Frank Mayer and Associates, Inc.

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$$E = mc^2$$

As [standard](#) and [custom kiosks](#) spawn innovation and provide convenience across several industries, college campuses can capitalize on many of the same benefits for students, faculty, and staff.

From streamlining student services to delivering information and ensuring public safety, there are countless opportunities for college campus kiosks to transform the higher education sector.

Streamline Student Services

Simplifying processes is a major advantage to self-service kiosks, and college campuses can utilize the technology to provide easy access for students to register for classes, print student IDs, pay tuition bills, and more. Below is a sampling of cases where college kiosks can fill a need on campuses.

- » Automated mail lockers
- » University bookstores
- » Student ID printing
- » Tuition, housing, textbook payment
- » Library self-checkout
- » Check-in at campus offices in lieu of a reception area
- » Self-order kiosks in cafeteria
- » Ticket purchase for campus events and sports games

Giving students the ability to complete these tasks independently helps schools reduce labor costs and redirect some employees to more complex tasks.

In addition, outfitting college campus kiosks with near-field communication (NFC) or 2D scanners can allow for consistent access to the different types of kiosks found on site. With this simple network, students can easily eat lunch at the cafeteria and then check out a book from the library using only one student ID.

Provide Easy Information to Guests and Students

Any university freshman or new visitor knows the overwhelming feeling of trying to find the social sciences building or the student union. For large campuses, wayfinding kiosks can provide a simple solution to pointing guests in the right direction.

Along with interactive digital maps, college campus kiosks can also offer helpful tools such as a virtual IT help desk, access to teleservices like banking and healthcare, or courtesy charging stations for phones and laptops.

Ensure Student Safety

University campuses are essentially small communities, which means guaranteeing safety is important. Campus kiosks can aid in this endeavor.

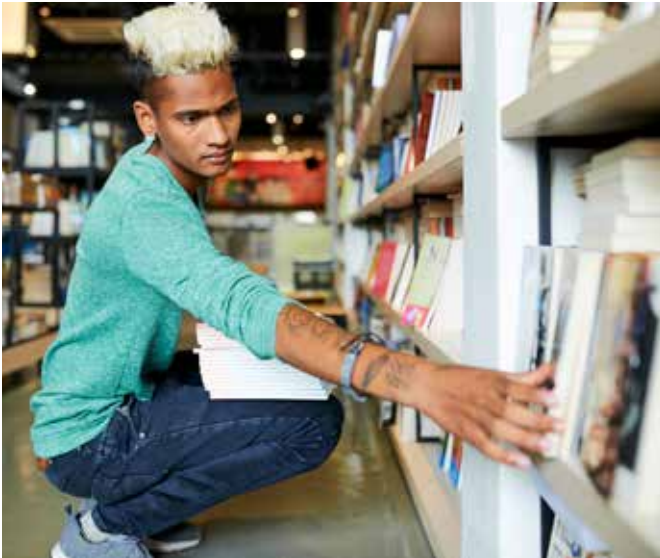
Kiosk technology can be used to manage visitor check-ins for campus security offices by capturing photos, acquiring important data, and printing temporary badges. As facial recognition becomes more widely adopted, colleges can use this technology to aid in screening and registering guests and students as well.

Furthermore, kiosks can even be equipped with emergency service functions. Whether it's a panic button feature, surveillance cameras, or first aid equipment, there's a wide range of options colleges can explore to keep their student population, faculty, and staff safe while on premises.

Conclusion

Unsurprisingly, today's world is highly connected, with digital technology found everywhere from our homes and cars to our wrists and back pockets. With the next generation comfortable in this automated space, college campuses are an ideal place to offer this technology, and the analytics capabilities kiosks provide can enhance the student and future consumer experience.

Embracing college campus kiosk technology to offer the same convenience the public has come to expect is a natural move for universities as they plan for the future. «





How Much Do Self-Service Kiosks Cost?

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

Today you can order a cheeseburger, pay a doctor's bill, and even renew your driver's license without relying on another person's assistance. Self-service technology has empowered patrons to take actions on their own, while businesses benefit from the enhanced customer service and added revenue these tools provide.

And while forward-thinking businesses recognize interactive kiosks are an important investment, there are still many questions surrounding self-service kiosk costs and the factors that influence the price tag.

Because kiosks are as diverse as the industries they serve, it's impossible to attach a specific cost to a one-size-fits-all model. However, there are ways to prepare for added expenses based on your specific needs. Here, we examine many of the factors that determine kiosk price.

Hardware Options and Kiosk Cost

From countertop and tablet units to large format floor kiosks, a typical price range for a standard self-service kiosk runs between \$1,500 to \$5,000.

Kiosks at the lower end of the price range are often used for basic tasks like wayfinding or check-in where, apart from the standard enclosure, touchscreen, and possible printer, extra hardware isn't needed. A custom kiosk with more functionality will be more expensive because of the additional assets required.

While more hardware options increase the price, they also add value. Below are examples of hardware and devices that can affect the kiosk's price tag.

ADA Devices

ADA compliance is important when developing a kiosk program. While wheelchair accessibility is often the most



From left to right: camera and microphone; barcode reader; assistive technology device

common discussion point when considering design, assistive technology also supports individuals with hearing, sight, or other sensory disabilities.

This technology can add to the self-service kiosk cost. However, ADA devices not only protect your business from potential lawsuits, but more importantly, also ensure all individuals can interact independently with your kiosks.

“Defending any legal action is expensive, but losing is even more costly,” Nicky Shaw, US Operations Manager at Storm Interface, a developer and manufacturer of responsive human interface devices, says. “Non-compliance with ADA is difficult to defend as there are now accredited audible-tactile information navigation solutions that are effective and affordable.”

Payment Devices and Cash Recyclers

Payment devices are frequently added to self-service kiosks. While planning to implement a payment function adds to the cost, it’s a worthwhile investment when considering the efficiency it provides in allowing customers to complete an entire order process themselves.

Cash recyclers, or hardware that accepts cash and gives change, are less common, but equally as valuable to many industries. The 2019 Diary of Consumer Payment Choice reports that consumers use cash in 49 percent of transactions less than \$10. For QSRs and fast casual restaurants as well as other industries that deal in smaller

purchases, considering a cash recycler as part of the kiosk program could save time and energy requiring customers to pay at a counter.

Planning to invest in cash recyclers before rolling out a program is key. As David Anzia, Senior Vice President of Sales at Frank Mayer and Associates, Inc. wrote in an article entitled Cash acceptance and self-service kiosks in QSR and fast casual environments, “Retrofitting can be an expensive undertaking, which is why implementing cash acceptance off the bat is the better bet.”

He continues, “After kiosks are placed in the field, going back to add large cash acceptance hardware can pose problems for infrastructure, customer flow, and space allocations.”

Payment devices and cash recyclers are notable considerations when planning kiosk programs, and it’s important for brands and retailers to recognize whether the reward will outweigh the investment.

Cameras

Incorporating cameras into a kiosk is another option for businesses looking to offer customer convenience or a fun experience. Whether it’s a thermal camera on a temperature screening kiosk or sophisticated facial recognition technology with a high-definition camera like the latest project from Showtime Pictures, cameras can be a vital investment depending on your kiosk’s objectives.

Barcode Readers and Badge Scanners

When considering barcode readers and badge scanners, weigh the efficiency and time saved against requiring someone to manually enter a number or login on screen. A grocer or retailer could never ask customers to enter UPC barcodes when checking out, but even QSRs, dispensaries, or hotels benefit from offering easy access to a loyalty program with a quick scan of a card.

In addition, with COVID-19 still causing people to be hesitant to touch a screen, badge scanners and barcode readers can allow kiosks to be nearly, if not completely, contactless.

Beyond Kiosk Hardware

While hardware and devices contribute to kiosk cost, there are other factors to take into account when exploring options.

Software Costs

Software dictates how a program runs and is the driving force behind a successful kiosk program. Kiosk companies will have a slew of trusted software partners readily available when discussing your kiosk goals and needs. When partnering with a software company, key factors to consider are:

- Technical expertise
- Scalability
- Scope of services

- Level of customization required
- Communication strategy
- Presence in the market

Partnering with a company that has proven results based on industry standards and compliance factors will shape the cost for your program.

Warranties

As we know, hardware components will differ based on kiosk program requirements. Each manufacturer offers a specific timeframe valid to troubleshoot mechanical issues and defects.

One way kiosk suppliers can assist in keeping track of component ID numbers and multiple warranty qualifications is through online portals that track hardware and expiration dates. Investing in a special service page for easy warranty look-up can save time and money down the road as retailers and installers can access warranty information as well as protocols without relying on customer service.

Conclusion

Because needs vary for every program, it's impossible to nail down standard kiosk costs. However, considering the different hardware, software, and warranty options available will help businesses determine which components will be a smart investment by meeting their ultimate kiosk program objectives. «

From left to right: payment device; receipt printer; payment device



REFLECTING ON 90 YEARS

*Frank Mayer and Associates, Inc.
Grafton, WI headquarters circa 1970s.*



This year marks Frank Mayer and Associates, Inc.'s 90th anniversary, and the milestone has caused me to pause and reflect on our journey.

What began as a humble screen-printing operation started by my grandfather in 1931 has evolved into a renowned company in the point of purchase and kiosk industries. We've designed, engineered, prototyped, and manufactured merchandising displays, interactive kiosks, and store fixtures for some of the world's best-known companies.

I'm honored to be the third-generation Mayer continuing to build upon the vision set by my grandfather and father. Their pioneering spirit fostered a company culture that celebrates innovation, while their expertise was further proof of the value that comes from longevity.

The biggest credit for our success is owed to our associates. Since the beginning, Frank Mayer and Associates has been comprised of hardworking, forward-thinking team members who provide our clients and partners with unmatched service. Their dedication to helping our customers succeed is the driving force behind our celebrated reputation.

As we look ahead, I have no doubt the solid foundation of our past coupled with talented associates and a pursuit to be on the forefront of technology will continue to propel Frank Mayer and Associates in the future. Thank you to all our clients and associates, both past and present, for a remarkable 90 years. Forward...

Mike Mayer
President

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