

FMAGAZINE

A Print Publication by Frank Mayer Kiosks | Displays

FEATURE STORY

Do Self-Service Kiosks Eliminate Jobs?

They've been accused of everything from stealing jobs to diminishing human interaction. But, amidst continued labor shortages, kiosks are emerging as vital tools for employers.



The best of in-store merchandising, interactive kiosks and store fixtures for brands and retailers nationwide



When You Need a Kiosk Manufacturer that offers Premium Support

From standard and custom enclosures to outdoor kiosks, Frank Mayer's range of self-service options is paired with unmatched service.



Learn More

FRANKMAYER
KIOSKS ■ DISPLAYS

www.frankmayer.com ■ (262) 377-4700 ■ info@frankmayer.com

IN THIS ISSUE

Find us on:    



16

FEATURE: Do Self-Service Kiosks Eliminate Jobs?

They've been accused of everything from stealing jobs to diminishing human interaction. But, more and more businesses find kiosks are addressing labor shortages and re delegating employees to more customer-serving tasks.



04

Designing Store Displays to Stand Out at Retail

Discover the art of creating impactful retail displays that captivate customers, enhance product visibility, and elevate brand presence.



08

The Importance of Site Surveys

Site surveys streamline kiosk and display deployments. Learn why they're critical to supporting an efficient installation process in the field.



12

Why Are Outdoor Kiosks More Expensive?

Robust materials and hardware, HVAC systems, and outdoor-rated touchscreens can add cost to outdoor kiosk programs, but they ensure the best operating experience in the elements.

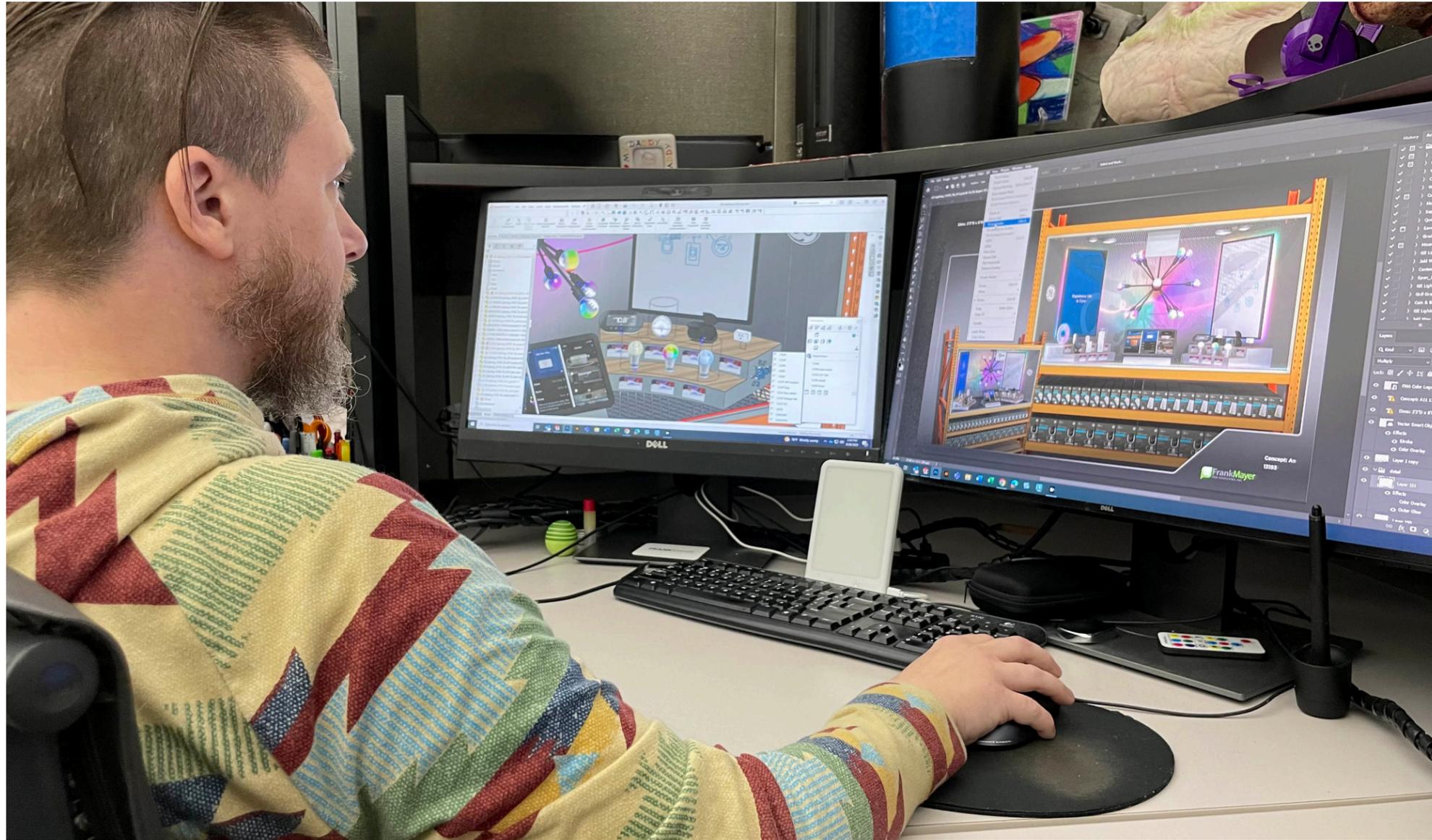
Frank Mayer and Associates, Inc. is a leader in the development of in-store merchandising displays, interactive kiosks, and store fixtures for brands and retailers nationwide. The company helps retailers and brands utilize the latest display solutions and technologies to create engaging customer experiences.

Visit www.frankmayer.com for more information.

Published by:
FRANKMAYER
KIOSKS ■ DISPLAYS

Designing Store Displays to Stand Out at Retail

by: Katie Kochelek, Marketing Specialist
Frank Mayer and Associates



Designing Retail Displays to Stand Out

When planning a store display, there are common recommendations to follow.

Sleek, simple designs that reflect branding and utilize eye-catching graphics are key. Clean lines have a powerful visual impact, and eliminating the clutter of complex messaging or too many products on a display can keep the focus on the merchandise.

Additionally, it's essential to provide retail sites with a well-organized planogram. Planograms are visual representations or diagrams that illustrate how products should be arranged on a retail display within a store. They specify where merchandise should be placed including positioning, spacing, quantities, and more. These guides ensure displays in the field are set up to be most effective as determined by the original design.

While there are many ways to get the most out of a budget during the design phase, brands can also explore more premium options to enhance their displays.

Featuring actual products or providing a way for product demonstration can be more costly, but adds valuable interaction that appeals to shoppers.

In addition, building displays out of high-end materials like clear acrylic or laminated wood grain can add impact. Further, utilizing custom construction techniques like back lighting, edge-lighting, or laser cut logos can also elevate a display's aesthetic.

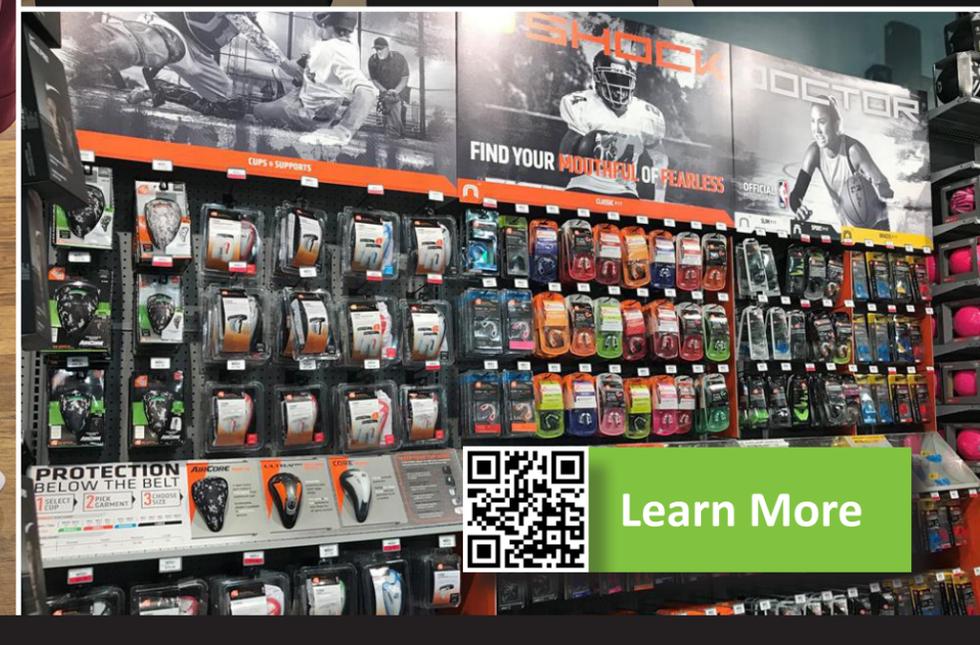
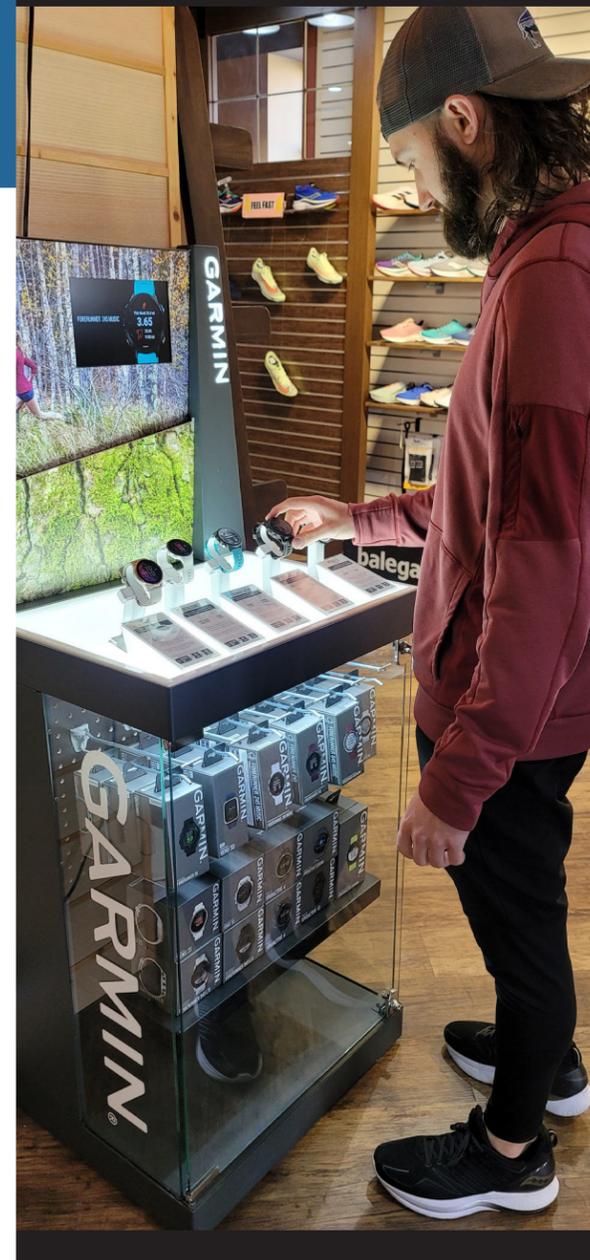
Attractive store displays draw attention in crowded retail environments, boost product sales, increase brand recognition, and educate customers. So, what should brands consider when beginning the design phase? Here, we detail how best to amplify a point of purchase display at retail.

What to Consider When Designing for Major Retailers

Designing displays for major retail stores can add another layer to the process since these retailers often play a role in the design approval. Below is a list of things to do when planning for a retail display roll out to big box stores.

WITH AGE COMES WISDOM.

Manufacturing custom retail displays for big brands since 1931.



- + **Fully understand the retail space.** Knowing the display's location in the store as well as if it will be in-aisle, freestanding, on a counter, or elsewhere is necessary. In addition, being aware of the store's height, width, and depth maximums or restrictions will also drive design.
- + **Be up-to-speed on store layout consistency.** Not all stores are alike, even within a chain, so knowing how certain locations might vary will help brands design with modularity in mind. Having different retail sites provide photos can aid in the process.
- + **Know the product's role.** Will the display feature actual product or will all products remain in their original packaging? Will the products require demonstration? What are the number of SKUs per product? These are questions that determine not only design, but whether additional arrangements need to be made to ship products to locations.
- + **Determine the timeline of the retail display.** Knowing how long displays will be in the field will influence the materials used and whether the display will be permanent, semi-permanent, or temporary.

- + **Be familiar with safety and security requirements.** Powered displays might need a UL listing while anti-theft features may be required to secure products.
- + **Know dates of placement.** Seasonal placements sometimes come with stipulations. Before the winter holiday season, stores often require displays to be placed by the first two weeks in November.
- + **Who is handling install?** If a display is shipped unassembled, the brand will need to hire an install team or discuss plans for retail personnel to set it up.
- + **Plan for final delivery.** When shipping displays, brands will need to know specific details, including if there are size restrictions for delivery, whether docks are available to accept shipments, and if stores or retailers require white glove delivery service.

Many of these considerations not only affect the way a display is designed, but influence timelines and shipping arrangements, too. Working closely with the retailer at the beginning of a project can streamline the process and ensure a smooth roll out when time.

Conclusion

Designing retail displays that stand out in bustling store environments requires a strategic blend of aesthetics, functionality, and alignment with brand identity. And when collaborating with major retailers, understanding the intricacies involved in store layouts, requirements, and more is pivotal to achieving a seamless deployment. Combining smart design with meticulous planning paves the way for a successful retail display program that performs for brands and leaves an impression on customers. «

Your brand. Our experience.
That's **Frank Mayer.**

FRANKMAYER
KIOSKS ■ DISPLAYS

www.frankmayer.com ■ (262) 377-4700 ■ info@frankmayer.com



THE IMPORTANCE OF SITE SURVEYS FOR KIOSK AND DISPLAY DEPLOYMENTS

by: Cheryl Lesniak, Director of Marketing, Frank Mayer and Associates



Before delivering a kiosk or retail display to a location, a site survey is an important step.

A site survey is an assessment that gathers information about a specific location to ensure the installation process is efficient. The process gives the manufacturer a clear vision of what is needed to prep the site.

Because of site surveys, aspects like electrical access, anchoring, networking, and more can be planned ahead of time, allowing manufacturers to properly anticipate the needs of each site and reduce time and costs associated with installation.

So, what exactly does a site survey take into consideration? And what does the process look like? Here are some key aspects that involve surveying a site for a kiosk or store display installation.

Location Details

Questions about location details are critical to surveying a site. The answers to these inquiries will determine if any special requirements are needed for delivery. Important questions include:

- 1. Does the location have a loading dock to accept the display or kiosk, and if so, how far away is the dock from the installation location at the facility?** Being clear about loading dock access and other transportation details will determine what kind of equipment will need to be available at the time of delivery.
- 2. Are there concerns about scratching the floors during the installation process?** If so, the survey may note that only dollies with rubber wheels will be suitable for moving the kiosk or display.
- 3. Is the flooring level where the kiosk or display will be set?** If the flooring is not level, the manufacturer will typically supply or install levelers.
- 4. What are the physical site dimensions?** Knowing site measurements, the proximity to other kiosks or displays in store, and if the unit will obstruct or limit walkways are all important considerations before delivery. Even in seemingly identical chain stores, the potential for variance exists, which is why a site survey is recommended in many situations.
- 5. Are there strict security measures?** Unique locations can pose a challenge. For instance, places with strict security measures, like airports, will require additional planning. If installation services are to be provided, the installation group will require special badging to travel past security.

Anchoring

Upon installation, some kiosks or displays may require anchoring to the floor, wall, or even ceiling. In these cases, assessment of specific structural elements of the destination location are necessary. Any place that will hold an anchor needs to be able to support the weight of that display or kiosk. But how is it determined whether anchoring is required?

Any display or kiosk with a potential for tipping over becomes a candidate for anchoring. For instance, a tall display or one with a skinny base will automatically require it.

But it's not only the specifications for a display or kiosk that decide whether or not anchors will be needed. In some states, such as California, there are anchoring requirements in place due to the probability of seismic activity.

It's recommended to engage a local installation company that will be familiar with regional laws and safety codes, as municipalities all over the US may have different rules regarding anchoring.

Electricity and Internet Connectivity

Kiosks and displays that require electricity will have additional needs in order to properly connect to a power source.

Kiosks or powered displays often will mount flush to the floor, wall, or other permanent facility surfaces or are placed close to existing outlets, allowing for easy access to power.

When units can't be placed near a power source, trenching, or digging up flooring to run power to a location, is needed, and requires a contractor and electrician. Dropping power from a ceiling is another, less expensive option for kiosks and displays that aren't near a power source.

When network connectivity is required, usually for kiosks, Ethernet, Wi-Fi, and cellular options are available. While Ethernet is preferred due to a constant, stable connection, sometimes physical limitations can make this an impossible or costly endeavor. In those cases, exploring the other

options or employing a hybrid solution will be best.

Site surveys will determine the best avenues for powering and networking displays and kiosks on location.

The Site Survey Process

Kiosk and display manufacturers will typically outsource a site survey and installation, identifying a reputable vendor. By using the same vendor for both, they will be familiar with the territory during installation.

After discussing the kiosk or display specifications internally and with the client, the manufacturer will establish the details they'll need from the site survey. The requested details will be documented and given to the survey vendor, along with a list of locations. Then, the actual surveying begins.

Once the manufacturer is given the survey results, they create a summary of the configurations observed. Oftentimes, the vendor will include photos of the installation site in their report as well. From there, the manufacturer can begin planning.

Are There Times When Site Surveys Aren't Necessary?

Occasionally, the client owns the locations where the kiosk or displays are going to be installed, and in those instances, manufacturers can get the needed information directly from them. However, surprises can come up, so proceeding with site surveys may still be advantageous.

Conclusion

Before a display or kiosk is installed at any location, the specifics of that site need to be assessed through a site survey. Knowing details about the destination ahead of time will streamline the delivery and installation process for the manufacturer, the client, and any vendors involved. This allows manufacturers proper time to troubleshoot potential issues and, when necessary, make adjustments to accommodate unconventional location demands. <<



WHY ARE OUTDOOR KIOSKS MORE EXPENSIVE?

by: Cheryl Lesniak,
Director of Marketing,
Frank Mayer and Associates

Because outdoor kiosks face harsher conditions than indoor kiosks, they typically require certain components that make them better suited for an outdoor environment. These requirements, however, can add to the bottom line, depending on how many modifications are needed.

When it comes to outdoor kiosks, the higher price tag generally comes down to three things: more robust enclosures, heating and cooling (HVAC) systems, and outdoor-rated touchscreens.

Outdoor Kiosk Enclosures

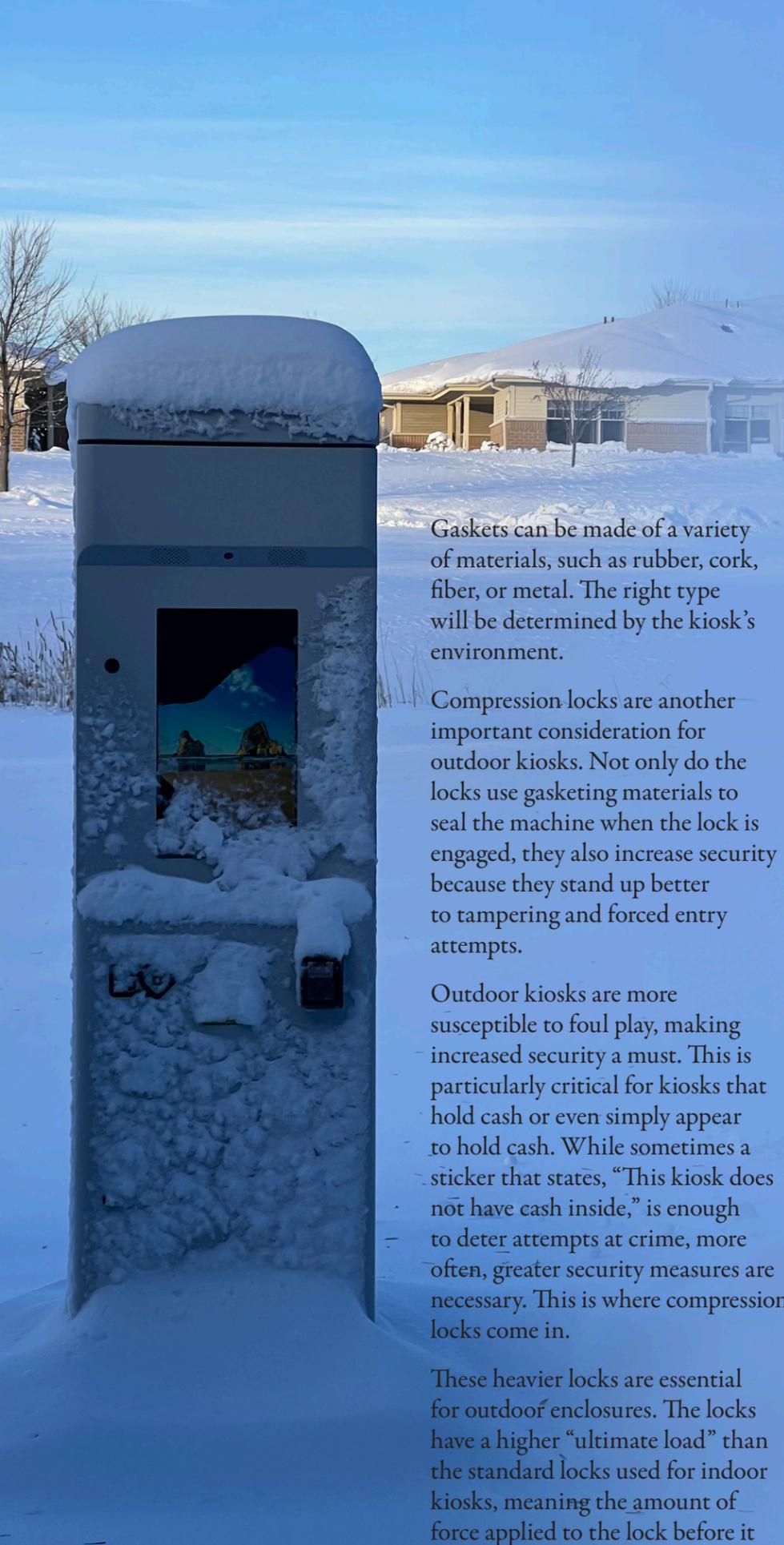
An outdoor kiosk's enclosure is the first line of defense against erosion and rust, exposure to the elements, and security risks, so determining the right material is key.

Stainless steel is usually recommended for outdoor kiosk enclosures but selecting this option can increase the overall cost of the kiosk. Powder coating is a more economical option with the same heavy-duty protection. Not only does powder coating protect from rust and slow erosion, but the coating itself strengthens the metal underneath by creating a hard shell over it.

Because outdoor kiosks also require weatherproofing to protect the internal components, the expense of gaskets and compression locks are also a factor. It's important not to cut these features to save money, though, as they provide crucial benefits to extend an outdoor kiosk's lifespan.

While gasketing is essential to keep out water, it protects against more than just that. It also prevents small particles like dirt or sand from making their way into the kiosk's inner workings and disrupting any electrical elements.

Frank Mayer's Approach Outdoor, Outpost, and Omni outdoor kiosks remain operational, even through Wisconsin's notorious blizzards and negative degree temperatures.



fails must be greater than that of the average lock.

Along with heavy duty locks, avoiding “pry points” on outdoor kiosks is also important for security. A “pry point” refers to any place on the enclosure, particularly around the door, that could be exploited for its vulnerability. Doors and exterior panels on outdoor kiosks need to be sturdy enough to prevent a pry bar from being inserted into a gap to force the enclosure open.

Gaskets can be made of a variety of materials, such as rubber, cork, fiber, or metal. The right type will be determined by the kiosk’s environment.

Compression locks are another important consideration for outdoor kiosks. Not only do the locks use gasketing materials to seal the machine when the lock is engaged, they also increase security because they stand up better to tampering and forced entry attempts.

Outdoor kiosks are more susceptible to foul play, making increased security a must. This is particularly critical for kiosks that hold cash or even simply appear to hold cash. While sometimes a sticker that states, “This kiosk does not have cash inside,” is enough to deter attempts at crime, more often, greater security measures are necessary. This is where compression locks come in.

These heavier locks are essential for outdoor enclosures. The locks have a higher “ultimate load” than the standard locks used for indoor kiosks, meaning the amount of force applied to the lock before it

While more robust materials, gasketing, and compression locks all add to the cost of outdoor kiosks, having an enclosure that withstands the threats of its environment is key to a successful deployment.

HVAC Systems for Outdoor Kiosks

Keeping a kiosk’s inside temperature steady becomes more difficult when the kiosk is located outside versus in an indoor, temperature-controlled environment. To do so requires an HVAC system to control internal temperatures, especially in locations with extreme heat and cold or kiosks that contain electronics with high heat output. This is most often the case with large kiosk enclosures.

Smaller outdoor kiosks can sometimes get away with not employing an HVAC system, and instead utilize small enclosure heating and cooling kits that consist of a small heater, muffin fans, and a thermostat.

Small enclosure heating and cooling kits are much more economically friendly than HVAC systems

but lack the power and effectiveness that would be necessary for larger kiosks.

Keep in mind that, just like with the larger kiosks, placement will also play a role. Heating and cooling kits are meant for fair weather locations and should not be used in kiosks that are in direct sunlight or situations where electronic components give off high levels of heat.

More times than not, an HVAC system is going to be the preferred option. While it’s true that HVAC systems do drive up the overall outdoor kiosk price, they are generally recommended for best performance.

Outdoor-Rated Touchscreens

Outdoor touchscreens are more than just waterproofed indoor touchscreens. In fact, there are quite a few factors that make these touchscreens different than a normal monitor.

Weatherproofing is perhaps the most obvious requirement for these outdoor kiosks. But what does this mean?

The screens themselves need to resist water penetration, and the encasements should use gasketing material behind the bezel to prevent water and other particles from penetrating the kiosk enclosure. The kiosk needs to have at least an IP65 rating, which refers to a rating system that measures protection levels against outside materials, such as water or dirt. But there’s more to outdoor touchscreens than simple waterproofing.

When it comes to readability, high-brightness LCD displays are essential. This brightness is measured in NITs, which is simply how much light the screen sends out. A standard laptop or smartphone has a brightness rating of around 250 NIT to 300 NIT. The LCD Display on an outdoor touchscreen is typically closer to 1000 NIT or 1200 NIT, sometimes even higher. In short, this means the screen is easier to read in sunlight.

It is possible to add an optical bond to the outdoor touchscreen, too. This comes at an additional cost but offers a premium viewing experience for users. Resin is used in between the touch panel and the LCD panel, which removes the gap between the two, allowing for

the best visibility in an outdoor environment.

Glare is another factor that affects readability, particularly when a kiosk is placed somewhere where it is likely to reflect sunlight. The glass of outdoor touchscreens have an anti-glare or anti-reflective coating to help reduce the reflection and increase visibility for the user.

In addition, these screens are also equipped with UV reflective film. A standard touchscreen, when placed in direct sunlight, would blackout due to UV rays, even in cool temperatures. By adding this film to the inside of the touchscreen, the UV rays are reflected out, preventing the monitor from malfunctioning.

Touchscreens can be sensitive, depending on the type of touch they’re meant to register. For instance, the screens on cell phones or tablets use what is called “Capacitive Touch.” This type of screen is quite responsive, which is generally a good thing. However, outdoor kiosks are exposed to the elements, and something as small as a raindrop can activate the touchscreen and disrupt the user experience.

Projected Capacitive Touch Screens (PCAP) provide an extra layer between the outer screen and the inner workings and will react only to a user’s fingertip instead of elements like water. This makes it a better choice for outdoor kiosks.

While specialty touchscreens add to an outdoor kiosk’s price, forgoing an outdoor-rated screen will end up costing much more in the end with a poor user experience or, worse, a broken kiosk.

Conclusion

The increased cost of an outdoor kiosk comes from the need for sturdier enclosures, the addition of heating and cooling systems, and the use of touchscreens designed to withstand the elements.

While a higher price tag can often be hard to swallow, it’s important to remember these adjustments keep the kiosk fully operational. Placing an indoor kiosk outside may be tempting, but it runs the risk of breaking and accruing bills for necessary repairs or replacements. As the saying goes, anything worth doing is worth doing right. <<

Do Self-Service Kiosks Eliminate Jobs?

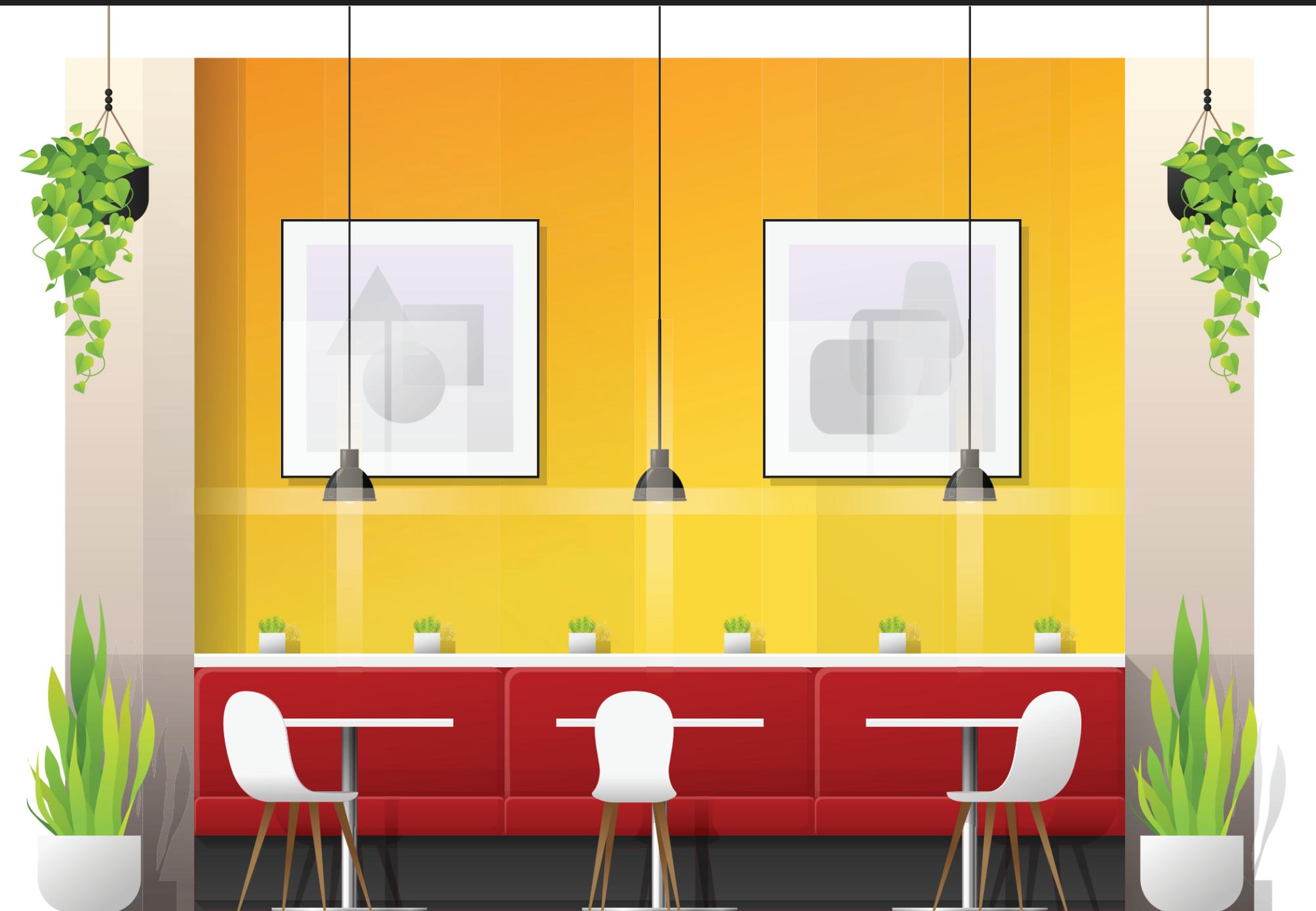
by: Katie Kochelek, Marketing Specialist,
Frank Mayer and Associates

Do kiosks eliminate jobs? The simple answer is no, though, this answer deserves further explanation as the role kiosks play in the job market is more complex.

Fundamentally, kiosks are designed to automate tasks by passing some or all responsibility to the user. This means they have eradicated tasks previously performed by humans, but between redistributing labor and filling open positions due to workforce shortages, they're better viewed as a complement to traditional job roles than an eliminator.

Here, we detail how self-service kiosks benefit businesses in multiple industries without eliminating jobs.





ADDRESS LABOR SHORTAGES

The COVID-19 pandemic led to a significant upheaval in the American workforce. In an article on the U.S. Chamber of Commerce's website called "Understanding America's Labor Shortage: The Most Impacted Industries," Director of Global Employment Policy & Special Initiatives Stephanie Ferguson calls the disruption "The Great Reshuffle."

She states, "During the pandemic reshuffling, jobs that require in-person attendance and traditionally have lower wages, have had a more difficult time retaining workers."

This includes industries like hospitality, food services, and retail. As of March 2023, these markets have faced a higher "quit rate" than the national average, while others are battling high job openings, including healthcare, transportation, hospitality, and food.

With difficulty retaining or recruiting labor, these sectors and more have leaned on self-service technology to fill employee gaps, provide customer service, and keep consistent business hours.

ALTER EMPLOYEE ROLES AND RESPONSIBILITIES

Self-service kiosks supplement traditional job positions as they allow businesses to shift associate responsibilities to other areas of need.

For example, when digital kiosks replace order takers at a fast food restaurant, those same employees now have time to help with kitchen

tasks, run food, or clean the dining area. Examples like this are seen across industries and illustrate how kiosks free up associates to concentrate on more customer experience-related duties.

EXTEND SERVICE HOURS AND CONVENIENCE

There's a reason you see license plate renewal, bill payment, and registration kiosks on site at grocery stores and municipal buildings. When places like the DMV have limited hours or utility companies service a wide audience that includes an underbanked population, self-service kiosks not only extend service hours but offer convenience to those who need flexible payment options.

Placing kiosks at nearby, highly visible locations also help meet the customers where they often frequent. It saves time when a busy parent can buy groceries while also renewing his or her car registration – all in one trip.

Additionally, some businesses opt to place kiosks outside their locations to offer customers access to essential services 24/7.

CONCLUSION

With the popularity of self-service exploding, it's understandable why some narratives have questioned whether the technology is advantageous to the workforce. However, it's clear self-service kiosks have overwhelmingly helped provide a solution to labor shortages while extending customer service and accessibility. «

KIOSK BUYING GUIDE

Your comprehensive guide to deploying a self-service kiosk program



FRANKMAYER
KIOSKS ■ DISPLAYS

WONDERING WHERE TO BEGIN?

Our **free** step-by-step guide to deploying a self-service kiosk program includes information about the following:

- Types of Kiosks
- Prototypes and Pilots
- Budget
- Kiosk Software
- Kiosk Hardware
- Branding Kiosks
- Kiosk Deployment Details



[Download Today](#)

FRANKMAYER
KIOSKS ■ DISPLAYS

1975 Wisconsin Ave.
Grafton, WI 53024