



Best practices for sports rental in the
COVID-ERA

A plan to evolve your business while keeping staff, customers, and you safe & healthy.

To move forward in the age of Covid-19, rental environments are forced to change drastically. With some planning, reorganization, and consideration, our rental partners can lead the charge into this new world. The new world of rental will shift to be more customer-centric and technology based than ever before. Drawing from the realm of boutique rental/demo, the process will need to be scaled accordingly, but the focus shifts to using technology for the best customer experience while minimizing the number of staff who interact with each customer/family/group.

This new experience will change things markedly - efficiency will require operations gather more consumer data to help with contact tracing and to speed the rental process; every movement on-site will need to be planned and monitored; and staff roles will likely be adjusted. In the end, the opportunity exists to deliver a high level of customer service with a focus on health, safety, and the bottom line.

Today, the ability to pivot and meet the demands of savvy, health-conscious consumers by establishing a safe-as-possible environment is the ultimate competitive advantage.



RENTAL OPERATION IN THE ERA OF NEW NORMAL AND HOW YOU CAN EVOLVE YOUR BUSINESS

You've posted new hours in-store and on your website. You've brainstormed, consulted county and state rules, and have a new series of policies and procedures to implement. Maybe you've even thrown the doors open and are getting back to business. But with limited capacities how do you manage the needs of reservation customers and process the walk-in renter? How can you capture that potential rental and keep everyone safe?

Borrowing from a number of customer-centric experiences, a reservation is the cornerstone to the new way of operating. From a greeter who serves as the traffic controller for your operation to allocating staff for at-once customers, your tactics have to evolve while you educate your customers on your new methods.

GENERAL GUIDELINES FOR OPERATION*

Social Distancing and PPE are required

- Signage should control the flow of traffic through the store; mark off six foot intervals where people might queue, and separate customers in high traffic areas.
- Hand sanitizer stations should be placed throughout the store with a focus on the entrance/exit and key areas like checkout stations.
- Decide on, monitor, and enforce a maximum capacity.
- Provide masks & gloves for customers; require them to be worn at all times.

BEST PRACTICE: Don't panic buy - pick vendors who can consistently provide necessary PPE and supplies, will help design a new traffic flow, coordinate appropriate signage, and offer a customized plan for you to roll into the new normal.

*Please be sure to adhere to all county & state regulations when operating

Scheduling and work flow

- All rentals should require a reservation - this is a big shift
- Increasing your reservations from 20% to 80% filters intention and interest.
- Segment reservation customers to one portion of the shop or even out of the shop with valet or pickup window options.
- Implement EasyGate software to avoid bottlenecks at your location.
- Update website with new guidelines; SMS messaging should be used communicate pickup, dropoff, and/or valet needs

Redesign Check-In, Try-On & Pick-up Areas; Reallocate Staff

- Maintain minimum safe distances for check-in; shift interactions to minimize contact for maximum efficiency and safety.
- When necessary, dividers should be used in place of proper social distance.
- Shift staff responsibilities to address the new approach to rental - staff can work with a group from start to finish or at individual stations.

BEST PRACTICE: Implement a reservation system that can be easily deployed online, in-store, and across multiple platforms for a seamless customer experience. Further usage of technology wherever possible minimizes contact and can both improve each customer encounter while maintaining safety.

Rental process guide

Customer movement from entry to fitting to check out is all monitored

- Traffic flow is controlled by staff and in-store graphics.
- Greeter confirms appointment, assigns staff to customer, and inputs walk-ins.
- Staff escort to try-on/fitting area where analysis commences.
- Boots are tried on, then skis/poles are selected.
- After product selection and adjustment, customer moves to check out.

Minimize contact & maximize safety during analysis, try-on & adjustment

- Masks should be worn by customers and staff at all times.
- Dividers to be used between analysis stations when distance requires.
- Employing 3D-foot scanners makes analysis completely contact-less.
- Use of gloves when handling inventory is required by staff members.
- Utilize technology to reduce contact/time spent by pre-qualifying foot size, height, weight, ability, etc.. faster turnaround and safer for all.

All inventory tried on and not purchased must be disinfected before restocking

- Wash (where applicable) and use disinfectant (follow instructions on label) that has been approved by the EPA to kill Sars-CoV2, which causes Covid-19.
- After DSV (disinfecting, sanitizing virucide) treatment, all products must be thoroughly dried - preferably with UV, Ozone, or Ionization.
- All rental clothing must be washed/sprayed & dried in disinfecting cabinet.
- Restocking employees must wear PPE when handling product.

Try-on, customization, and other public areas are cleaned between customers

- Use electrostatic sprayers coupled with liquid disinfectants for large areas.
- Hand-cleaning of devices and tools used during analysis, try-on & checkout.
- Private work areas need to be cleaned regularly to avoid contamination.
- Tools designed for overnight/off-hour air disinfecting are utilized in addition to regular cleaning during the day.

Returns must be segregated both physically and in your software

- All product must be thoroughly disinfected and dried before being available for rental again.

Redefine your culture with individualized service

- Your operation will be judged on the customer experience.
- Healthy employees are the linchpin of exceeding customer expectations.
- Capitalize on potential capacity restrictions to provide undivided attention.

BEST PRACTICE: Once the customer arrives at your shop, you need a three-pronged approach - software based reservations, touch-less analysis, and low-contact adjustment tools, and the right cleaning implements all combine for an elevated, safe shopping experience. Add touchless payment options, a re-configured layout that places a premium on personal space, and deep cleaning options... you've got a home run.

For more information about how we can help you with a new layout and traffic pattern for your rental operation, please contact us today.



2D planning



3D planning



Implementation

SAFETY/PPE EQUIPMENT FOR RENTAL OPERATION

WINTERSTEIGER CLOTH MASK (57-100-410 & 57-100-411)

Designed for the CDC's recently modified stance on wearing a fabric face covering where other social distancing measures are difficult to maintain. This mask can be utilized by itself in casual environments such as rental settings to block large particulates such as a random cough or sneeze. Can be used multiple times, and should be sterilized after each use to minimize risk. Available in Medium and Large.



PM2.5 FILTER INSERT (57-100-412)

These PM2.5 filters are a great addition to our face mask covers. They simply slide right in either side. These filter inserts feature 5 layers of protection with a carbon activated inner layer sandwiched between 2 layers of cotton fabric and a melt blown layer to block most particulates larger than 2.5 microns.



SAFTEY GLASSES (57-100-399)

UVEX Genesis® is the future of protective eyewear. It simultaneously raises the bar for comfort, protection and style. By combining cutting edge design with state-of-the-art molding technologies, the Uvex Genesis® delivers superior product benefits and a higher level of performance.



NITRILE SAFETY GLOVES (57-100-402)



CLEANING EQUIPMENT FOR RENTAL OPERATION

VITAL OXIDE

128 oz Gallon Jug (57-304-001)

32 oz Gallon Spray Bottle (57-304-002)

Vital Oxide is our environmentally friendly Disinfectant Cleaner & Odor Remover which is great for every-day disinfecting and sanitizing. Vital Oxide is super effective at killing mold, mildew, bacteria, and viruses and eliminating odor. Kills 99.9% of bacteria and viruses, kills fungus, mold, and mildew at the source and inhibits growth, sanitizes 99.999% of bacteria on food-contact surfaces with no rinse required, and eliminates odor at a molecular level, not by masking with fragrance. Vital Oxide is a Hard Surface Disinfectant and Soft Surface Sanitizer.



PROFESSIONAL CORDLESS ELECTROSTATIC SPRAYERS

(57-304-011) for large area sanitization.

Professional Cordless Electrostatic Sprayer allows the user hours of spraying time without the hassle of dragging a cord. In addition, it is designed to save time and labor, spray less liquid, and cover more surfaces. Patented technology provides an electrical charge to solutions, allowing them to wrap conductive surfaces with an effective and even coverage. Double-charged particles envelope all conductive surfaces – shadowed, vertical and underneath.



Now available for pre order with estimated delivery 9/15.

PROFESSIONAL CORDLESS ELECTROSTATIC BACKPACK SPRAYER

(57-304-012)

Designed to allow the professional to cover up to 23,000 square feet on a single tank of fluid.

- Patented electrostatic charge penetrates chemical providing a thin, even spray pattern on all surfaces
- Removable Easy Fill HDPE tank holds 2.25 gallons of chemical, allowing you to coat up to 23,000 sq. ft.
- Cordless convenience allows for effortless movement room to room
- 3-in-1 nozzle allows you to set particle size to match your application
- 4ft hose with quick release valve allows for comfortable reach and maximum maneuverability.



Now available for pre order with estimated delivery 9/15.

EASYFRESH DISINFECTION DEVICE FOR BOOTS (7368-03)

Disinfection device for boots. Basic device with two arms for boots. Bacteria, viruses, and odors have no chance anymore with Easyfresh! With two nozzles on each arm the whole boot can be disinfected perfectly. The compact machine has two arms for boots and one flexible nozzle for the treatment of helmets. Therefore your boots and helmets are always fresh and sanitized!



BOOT JUICE DISINFECTANT SPRAY (57-305-001)

For use in any in-line skate, ski boot or rental shoe. Eliminates odor, controls mold and mildew, kills most germs, lemon fresh scent. One can will disinfect up to 300-400 pairs of boots or shoes. Does not contain any CFC's or VOCs. Ground ship only!



IONIZING EQUIPMENT DRYERS

Ionization of the air is an ENVIRONMENTAL FRIENDLY technology to clean the air without adding any chemicals and eliminating micro-organisms. Food industry also uses ionized air, e. g. to clean bottles. Effective sanitation and deodorization of stored products using new concept of airflow and ionization for each individual drying shelf or level.

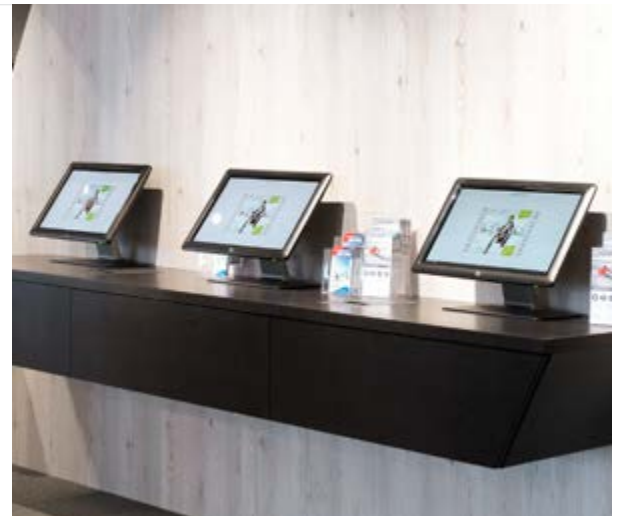


SOFTWARE, ANALYSIS & EFFICIENCY

EASYRENT SOFTWARE

A whole host of challenges demand flexible solutions with vision. WINTERSTEIGER Easyrent provides the appropriate products to meet your individual needs, while offering many options for the future.

By using the most up-to-date hardware and software technology, we are able to guarantee the highest levels of professionalism and reliability. Our experienced sales staff can help tailor an individual solution to fit your needs!



BOOTDOC 3D FOOT SCANNER

With the latest technology both feet are measured and digitized simultaneously in just a few seconds. The 3D image shown is of the highest precision and can be viewed from all angles. The measurement is carried out without the customer having to change socks. This ensures a high hygiene and comfort factor.



SIZEFIT

The binding adjustment is carried out at the ski issuing counter using Sizefit, rather than using the ski boots as was previously the case. This means that customers can keep their ski boots on and there is one less contact point between the customer and staff.



SOCIAL DISTANCING TURNKEY GRAPHICS



12" x 3" STOP Graphic



8.5" x 11" Sanitizer Graphic



24" Diameter Wait Here Circle



48" x 16" No Hovering Graphic

RENTAL SOFTWARE FOR EVERY OPERATION

THE RENTAL PROCESS OF THE FUTURE



Increased efficiency due to the accelerated rental process.

- Highly accurate boot selection results in each customer spending less time trying on boots. Time saved for boots the customer no longer needs to try on: 20 % per pair.
- Resources in the bootfitting area – benches, staff – are used more efficiently, and lines move faster.
- Your guests keep their boots on through binding adjustment – resulting in faster service and dry feet. efficiently, and lines move faster.

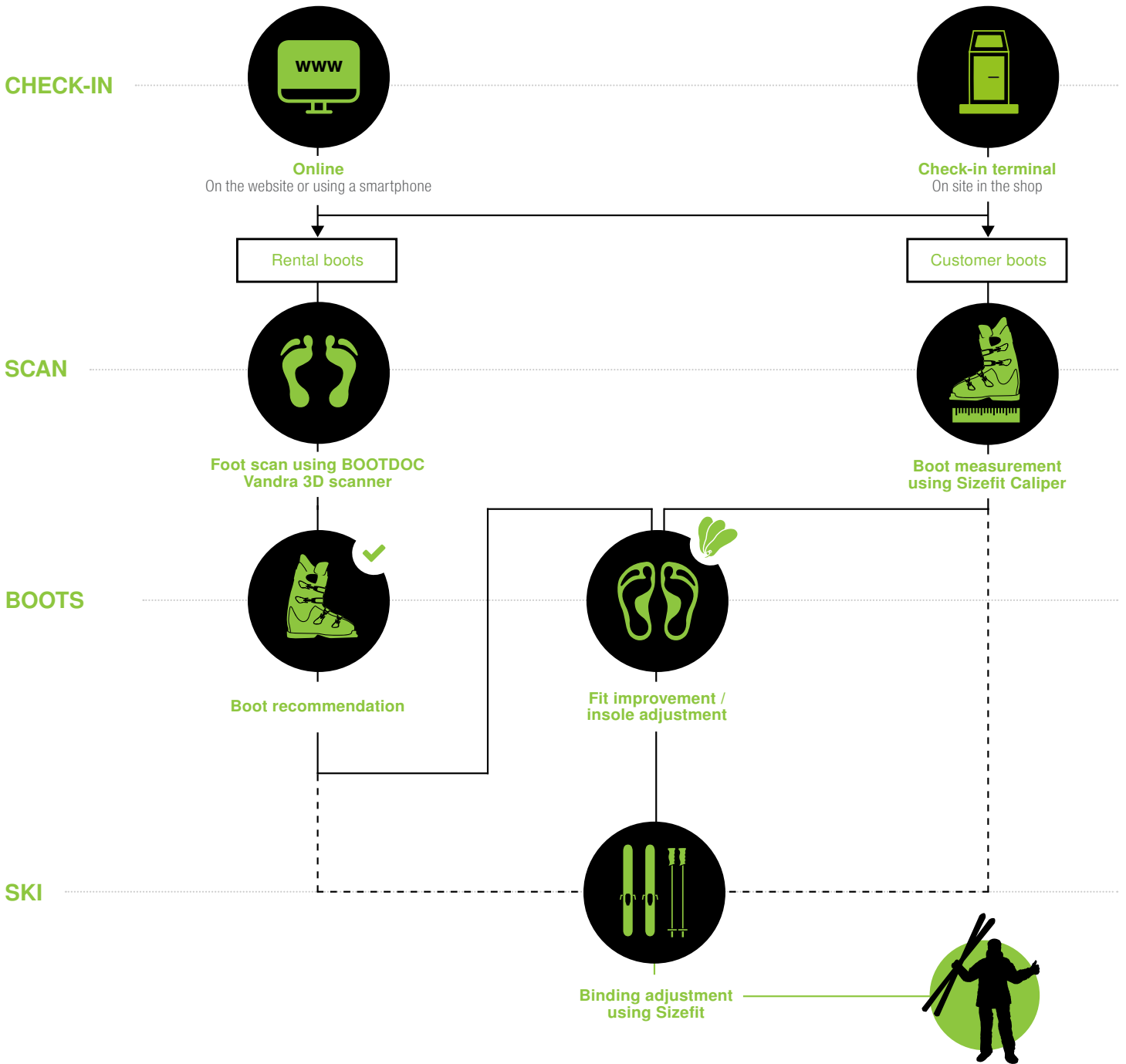


Increased customer satisfaction due to the stress-free, semi-automated rental process.



Continuous data collection through digitization and data networks.

PATH OF TRAVEL FOR RENTAL



The Future of Rental is implemented using WINTERSTEIGER's exclusive Easyrent integrated components: the Easygate software module, the BOOTDOC Vandra 3D Foot scanner and the Sizefit binding adjustment tool. Four different stations manage your customers' equipment rental quickly and efficiently.

