



## **Image Options Demonstrates Resolve and Ingenuity During COVID-19 Crisis** California based business pivoted, retooled and began helping its community.

**Foothill Ranch, CA, March 24, 2020** — Image Options, a California based experiential design and fabrication company, has quickly pivoted its workforce to help the community. With all industries hit hard during the COVID-19, IO had a choice to either send everyone home or respond by retooling and becoming of service to the crisis.

“Our goal is to help the local community with procuring some of the critical items that are currently incredibly difficult to acquire, while maintaining a core level of employment for our staff,” Dave Bales, Chief Executive Officer stated. “We have an incredibly talented team that is used to engineering complex projects combined with a large inventory of raw materials. After receiving a request from an IO family member at a local hospital, we realized the position we were in to provide a much needed product. Within 48 hours the team was in full production of critical medical PPE.”

Image Options is now helping the local communities in both Orange County and San Jose, by producing the following: face shields and face masks, pop-up shelters (indoor and outdoor), dividers for fever centers, pop-up private rooms, as well as isolation areas and dividers for large open spaces such as gymnasiums.

With two fabrication centers, one in San Jose, CA and one in Foothill Ranch, CA, Image Options has over 200,000 sq ft of open capacity to be utilized in the manufacturing of these immediate needs.

### **About Image Options**

For 21 years Image Options has specialized in creating inspirational, high-impact visual solutions, making them a leader in the printing, surface imaging, display and visual communications industry. From initial conception to production, from design and fabrication to installation, Image Options delivers immersive and experiential visual communication solutions for retail, tradeshow, events, corporate environments and more. This unique approach has earned Image Options a reputation for turning the improbable into reality. Envision lives here. Learn more at [www.imageoptions.net](http://www.imageoptions.net).