



FOR IMMEDIATE RELEASE

## **Image Options Introduces Proprietary COVID-19 Checkout / Cashier Shields**

IO develops easy-to-install shields for protection of retail patrons and employees.

**FOOTHILL RANCH, Calif. - April 1, 2020** — Image Options (IO), a California based experiential design and fabrication company, quickly pivoted its workforce to produce personal protection equipment (PPE) materials in response to COVID-19.

The launch of the COVID-19 Checkout Shield is the first of Image Options' proprietary Retail Protective Products. The COVID-19 Checkout Shield is designed to create a protective barrier for both patrons and employees of essential retail businesses, such as grocery, pharmacy and other front-line retailers. This is in addition to the nearly 25,000 face shields per day that the IO team has been producing for several weeks. All part of what the team has internally dubbed "Operation Shield."

"Image Options has long been partnering with the retail client-base. We immediately recognized that many of our clients, who currently have teams on the front-line, were not mutually protected while they were serving the community," said Dave Bales, chief executive officer at IO.

"We fabricated a prototype shield, installed it at Zanotto's Markets in San Jose, CA, and realized immediately just how necessary this was," said David Payne, president of Image Options, San Jose.

Optically clear, and incredibly simple to install, these Checkout Shields offer protection from direct airborne germs while maintaining the aesthetics of the location. Image options can add customized text such as "Because We Care," as well as an area for sponsored advertising. The advertising space provides an opportunity for a potential revenue stream for the retail store.

"We installed one shield at one of our markets to test its effectiveness. Our employees and customers were thrilled. We immediately placed an order to outfit all of our check-stands," said Fred Zantotto, Owner of Zantotto's Markets.

With two fabrication centers, one in San Jose, CA and one in Foothill Ranch, CA, Image Options has over 200,000 square feet of open capacity being used 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).

**About Zanotto's**

Andrea and Rosa Zanotto left Italy after WWII with 5 children and settled temporarily in Venezuela while awaiting immigration papers to the United States. In 1955, they arrived in the United States with 10 children and with the arrival of 3 more children became proud citizens of the United States in 1962. The food business had the appeal of providing work for their large family as well as providing food for the table. Smaller stores led to the establishment of our Naglee Avenue store in 1976. Andrea and Rosa set the example of always working hard and never sacrificing their integrity while always providing their customers with great products and service. Their example is with us today as three generations of Zanottos strive to keep their customers happy and coming back.

[www.zanottos.com](http://www.zanottos.com)