

McCue Bumper Buyer's Guide



 **UROSWIFT**®



Bumper Buyer's Guide



Planning for Protection

The selling area has long been the focus of retail damage prevention. It's where shoppers maintain the highest expectations for an attractive store environment while they distractedly propel their own carts into every exposed surface. Nowhere is the balance of aesthetics and damage prevention more critical than in the selling area. As the retailer you are always looking to better protect this space, but where do you begin? The following buyer's guide will help you identify the most important criteria and features to consider when planning for protection in your selling area.

Fixture Protection

No matter where your bumper is going—a fixture or the checkout area—one thing is certain: it must be strong. Bumpers are made from a wide variety of plastics, but PVC is the most common across bumper providers. McCue prides itself on only using polycarbonate, the same material used to make bulletproof glass, football helmets, and riot shields. The grade of plastic resin determines the amount of impact and abrasion resistance that a bumper can handle. Always be cautious and ask about what form of plastic a bumper provider uses before purchasing.

What to look for:

Point of impact: bumper is placed where impact will occur

Strong and secure ends and corners: protects the most vulnerable part of the fixture

Abrasion resistance: keeps the bumper looking newer longer

Resign engineered for impact: ensures that the bumper will not shatter or stress whiten when impacted



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Enhancing Fixture Appearance

Different shapes, sizes, styles, and colors are available to match the décor and emphasize the brand of your store. Bumpers should be an extension of what they're protecting. With that said, nothing sticks out more than a bumper that doesn't fit correctly or is mismatched or damaged. Curved surfaces require a flexible bumper with very different material attributes than a rigid bumper. A bumper expert will know to provide the right type of bumper based on the information you give them. Also, always be sure to ask your vendor whether the bumper will shrink and what to do if it does.

What to look for:

Consistent quality: ends and corners match lengths in color, gloss, and size

Easy to clean: keeps the store clean and sanitary

Wide range of profiles and colors: enhances the fixture while providing protection

Customizable: makes your bumper an extension of your brand and fixture



Improving Operations

Your time is valuable, and it shouldn't be spent running in circles repairing damage, dealing with injured shoppers, or creating DIY solutions for a broken fixture. Purchasing the right bumper for your store can cut expenses by reducing maintenance and repair costs. Who doesn't like the sound of that?

What to look for:

Extend the life of the store: keeps your store looking newer longer, without constant upkeep

Reduce maintenance and repair costs: eliminate even worse destruction from a poor protection system; repairs can get costly

Reduce liability costs from sharp edges: sharp edges can be a liability nightmare and a hazard your shoppers won't appreciate

Easy to install or replace: saves labor on installation and upkeep

Next Steps...

Now that you know exactly what you need to consider when purchasing a bumper, you're ready for the next step—picking a vendor. We've created this Bumper Buyer's Checklist that will help you compare vendors and come to the best conclusion for your store. This chart contains a list of features that fulfill the key criteria for this product. We've left space for any additional criteria you may find important. The first column is to rate on a scale of 0–5 how important that feature is to you. The columns titled "McCue Corporation" and "Alternative" are provided so you can compare different products and their features accordingly.

	Importance 0-5	 McCue	Alternative	Alternative
Shock Absorbing Design Ensures that bumper will not shatter on impact				
High Abrasion Resistance Keeps bumper and fixture looking newer, longer				
Strong and Secure Ends and Corners Protects the most vulnerable parts of the fixture				
Formed Ends and Radius Options For a new, clean contemporary look				
Resin Engineered for Impact Ensures bumper will not shatter or stresswhiten when impacted				
Aesthetic Quality Ends and corners match lengths in color, gloss and size (good for function and appearance)				
Low Coefficient of Friction Helps to deflect impacts and facilitates traffic flow				
Easy to Clean Keeps store clean and sanitary				
Wide Range of Profiles and Colors Enhances the fixture while providing protection				
Easy to Install/Replace Saves labor on installation and upkeep				
Your Criteria				
Your Criteria				