



A HEALTHIER FUTURE STARTS INDOORS: RETAIL

From independent small businesses and restaurants to major chains, retailers have been among the hardest hit by the COVID-19 pandemic. Temporary closures have led to decreased consumer spending and revenue, furloughs, layoffs and, in some cases, the need to permanently close doors. Now as malls, shops and restaurants look to return to business, consumers and employees are demanding healthy and safe indoor environments.

Through healthy building strategies, retailers can create and maintain healthy and safe environments, ensuring customer and employee safety and confidence in the short term, and enhancing the customer experience for years to come. In short, the future of retail is dependent upon its ability to adopt practices to promote health and implement comprehensive risk reduction plans – and that future starts indoors.

RETAIL PRIORITIES



THE SCIENCE OF HEALTHY RETAIL

Through an evidence-based approach to healthy buildings, business owners can better protect the health of their customers and the on-site employees who are critical to retail operations. This means going beyond a focus on cleaning and disinfection protocols to target all modes of COVID-19 transmission – surface transmission, large droplet and aerosol. More specifically, modes of airborne transmission can be mitigated through building-level engineering controls.

Here are some of the changes we're likely to see as retailers adjust to a new normal in response to the global pandemic.

Note that filtration and HVAC system improvements are included:

- Built-in distancing
- Product placement for speed
- Calming colors
- Autonomous stores
- Built-in drive-thrus
- Smaller stores
- **Filtration and HVAC system improvements**
- Outdoor space
- Showrooms
- Physical barriers

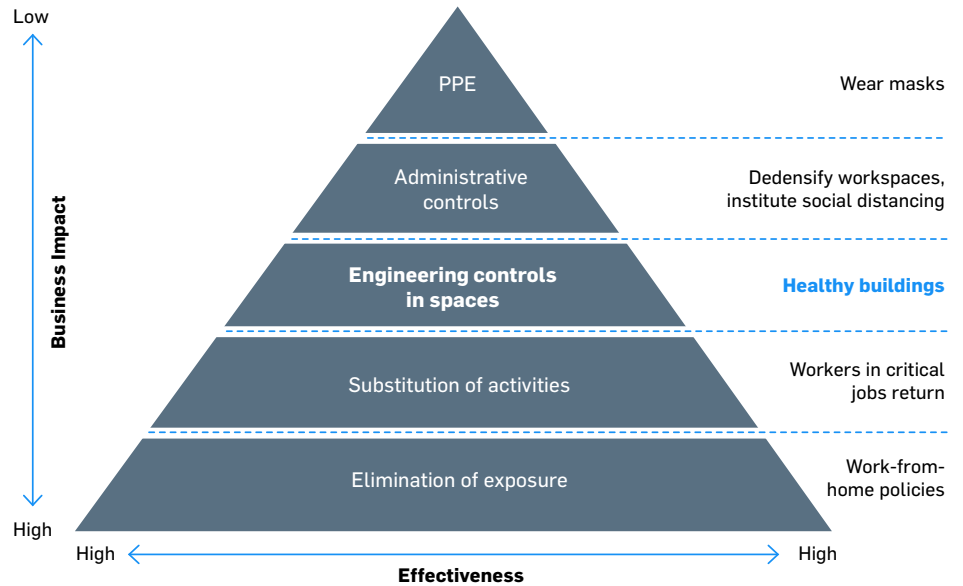
Forbes Editor's Pick, August 10, 2020 10:30 AM EDT



THE ROLE OF HEALTHY BUILDINGS IN REOPENING

Creating a healthy building through engineering controls in spaces is a key component of combating COVID-19. It's a strategy that balances overall effectiveness with the financial impact it can have on the business.

Allen, J. G., & Macomber, J. D. (2020, April). What Makes an Office Building "Healthy." Harvard Business Review



CARRIER HEALTHY BUILDINGS PROGRAM

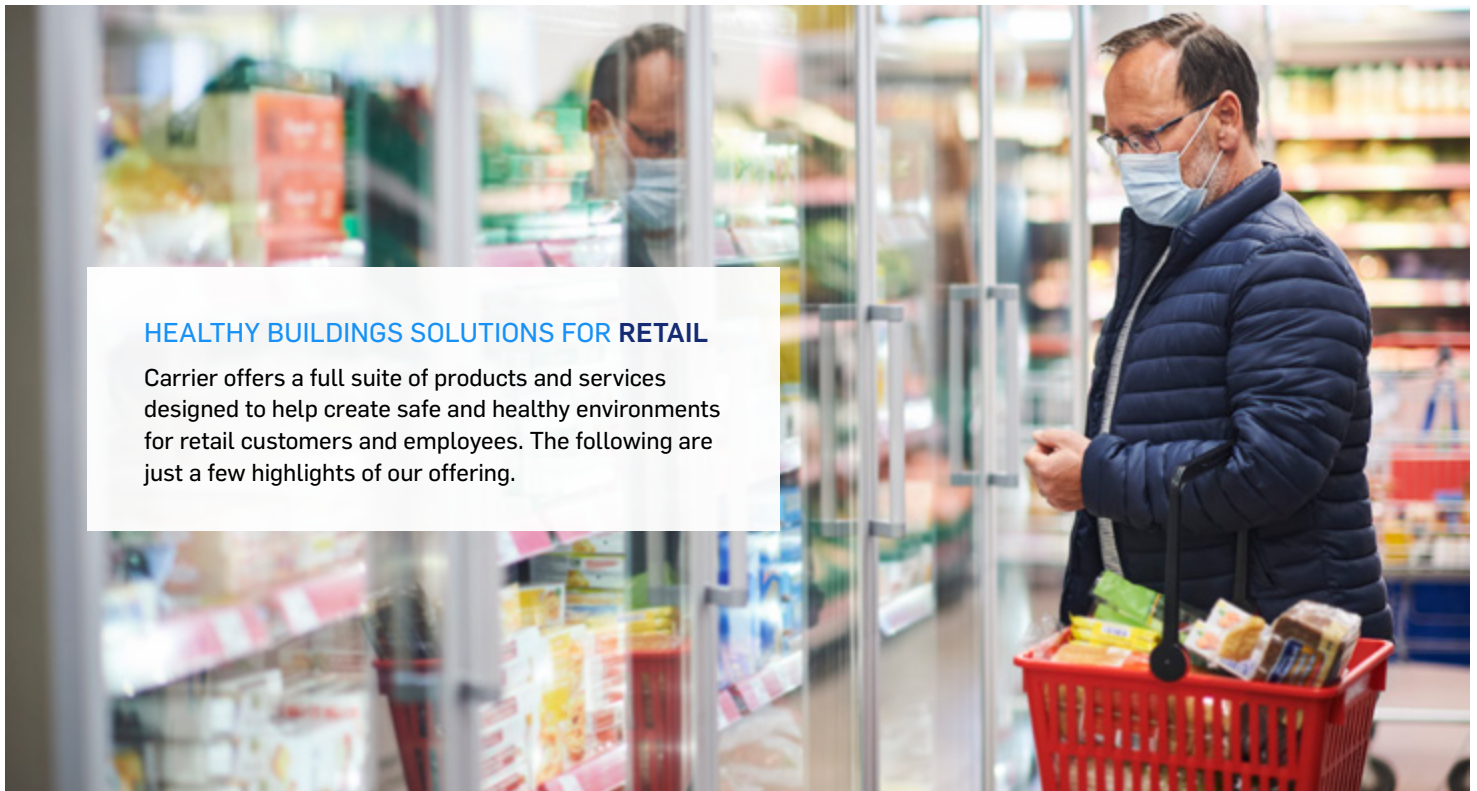
As the inventors of modern air conditioning and a world leader in HVAC, refrigeration, and fire & security solutions, Carrier has a legacy of creating safe and comfortable buildings. Now we're building on that legacy through the launch of our Healthy Buildings Program. Our experts have in-depth knowledge and experience in retail applications and a holistic suite of healthy building technologies and services to address the immediate pandemic concerns and long into the future.



HEALTHY BUILDINGS ASSESSMENTS FOR RETAIL

At Carrier, we understand that many of our retail customers are facing uncertainty with how to move forward in developing a healthy building strategy. Our experts are here to help – starting with assessments across various aspects of a building.





HEALTHY BUILDINGS SOLUTIONS FOR RETAIL

Carrier offers a full suite of products and services designed to help create safe and healthy environments for retail customers and employees. The following are just a few highlights of our offering.

CARRIER HEALTHY BUILDINGS TECHNOLOGIES

Carrier's Healthy Buildings Program offers customers comprehensive, building-wide technology solutions for today's reimagined environments. In addition to Carrier's comprehensive HVAC, fire, security and controls product offering, the Healthy Buildings offering includes:



OptiClean™ Air Scrubber and Negative Air Machine helps clean contaminated air and prevent it from spreading to different sections of a building, which is critical for infection control.



BlueDiamond™ Touchless Access eliminate a significant number of access touch points through industry-leading mobile credentialing technology.



Advanced Airside Equipment offers air-handling units and fan coil units equipped with advanced filtration designs and germicidal UVC light that provide excellent microbial control and enhanced IAQ features, presenting the perfect balance between a safe and healthy environment, performance and eco-efficiency.



MyWay™ Building Services Mobile Platform integrates HVAC, lighting, elevator and other system controls, touchless access, indoor location and other services for a safer and personalized occupant experience.



Air Purifiers are filtration technologies including various HEPA filters for particulate matter, activated carbon filters for removal of bad odors and volatile organic compounds, photocatalyst filters and UV lamps (with an elimination rate of $\geq 99.999\%$ for pathogens such as E. coli and influenza, tested in Kitasato Institute, Medical Environment Research Center, Japan) to target viruses and bacteria and improve IAQ for an area of up to 4,500 square feet.



DirectKey™ Mobile Access Solution has empowered millions of hotel guests to safely access their hotel rooms without contact by bypassing the front desk check-in and eliminating many traditional touch points in the process.

HEALTHY BUILDINGS SERVICES FOR RETAIL

Healthy buildings are about more than design and solutions. Ongoing management and operation are essential to optimizing indoor environments for efficiency, safety and occupant health and performance. Here are a few examples of Carrier remote services available to help.



REMOTE AIRSIDE MANAGEMENT

Manage IAQ and ventilation in line with best practices

Make changes and fix issues remotely

Optimize maintenance and operational costs

24x7 command center



REMOTE ENERGY MANAGEMENT

Provide advanced cloud-based analytics

Optimize energy efficiency, equipment uptime, occupant comfort and operational productivity

Optimize autonomously or through a mobile application



REMOTE HVAC SERVICES

Maximize performance and efficiency

Increase uptime

Improve budgeting and scheduling

Fault detection and diagnostics



GET STARTED WITH AN EXPERT

From safe business reopening to ongoing enhancements to customer experiences, a healthier future starts indoors. Let's work together to unlock the potential of healthy retail spaces. Visit us at carrier.com/healthybuildings to learn more about our Healthy Buildings Program and connect with one of our experts.



HEALTHYBUILDINGS

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