



AT SCHOOL WITH GUANDONG

Versatile, sanitisable and repositionable supports for safe communication

June 16, 2020: Reopening of schools and social distancing: two apparently opposite concepts, which institutions and public opinion have been discussing for weeks. From kindergartens to universities, the need is to start up again safely, without renouncing an environment that is welcoming and conveys creativity. To do this, **versatile tools and supports** are needed, adaptable not only to the characteristics of each structure, but, above all, **customisable with lively and captivating graphics and messages**, capable of making the return to class more pleasant, albeit with facilities reorganized according to current regulations.

The answer to these new needs comes from [Guandong](#): in record time, the company has set up a **catalogue of specific proposals** dedicated to Phase 2 communication, alongside the already wide range of materials which, over the years, have won Guandong the title of Specialities' Specialist. Among these novelties, we have the **4 and 5 mm transparent polystyrene sheets**, already available and stocked in our warehouses, for the construction of protective panels and breath barriers, as well as spacing tools that children can transform creatively by playing with removable stickers realized by the **Wally** line. In fact, this material adheres to surfaces through **nano-dots technology** without requiring the use of glue, also making it ideal for application on doors and walls. In order to communicate rules and instructions within school structures of every order and degree, **walkable films** to be placed on the floors are essential for simply indicating the paths to follow. Designed to adhere perfectly to any surface, **floor graphics by Guandong are washable, fireproof and anti-slippage**, and can be printed in order to render the rules pleasant even for the youngest of students. **Mr Bordon line rewritable films** can also be sanitised in complete safety, and are already available in A3Plus format which can be applied directly on school desks. In addition to these proposals, we are offering a line of materials carefully selected by Guandong for the construction of PPE, such as disposable masks and protective visors in different sizes.

Not just schools: the Guandong Phase 2 catalogue represents the most complete answer to the needs of **any business or gathering place**, from shops to restaurants, from hotels to beach clubs. Today, a return to effective communication and to the capacity of safely using **versatile, washable and repositionable supports** without causing damage to surfaces is necessary more than ever. Among the Guandong proposals, we also have the **polyester films of the Dotty PET line**, on which to print menus to be attached directly to restaurant tables. This material with a green soul, printable with Latex inks, is offered in combination with **Lar lamination**, which makes it resistant to the sun and high temperatures and, above all, **highly bacteria-resistant**.

"However, it should not be forgotten that, even in a historical moment in which contacts are reduced to a minimum, visual communication is a fundamental tool for relating with customers", as Fabio Elmi, Guandong Research & Development Director, points out. "Not only, therefore, specific products designed specifically for the current emergency, but also evergreen visualcom supports such as one-ways, roll-ups, banners, and magnetic materials, which we now rediscover as indispensable in order to attract consumers and transmit messages related to the products and services offered".



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