



FlexPost Saves Retailers Millions in Replacement Costs, While Improving the Customer Experience

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FlexPost manufactures flexible signpost and bollard systems for curbside pickup, ADA, EV charging, wayfinding and other reserved parking that can save retailers millions of dollars each year in replacement costs.

FlexPost products feature patented steel spring technology that allows signposts to bend and withstand repeated impacts, minimizing damage to both the parking lot and customers' vehicles.

Replacing a core-drilled concrete bollard/signpost costs an average of \$1,500. Most retail stores are replacing an average of 3 bollards/posts per year, which is about \$4,500 per store. Multiply this by an average of 300 stores in a mid-sized retail operation, and this equates to \$1,350,000 in avoidable maintenance costs per year. When full parking lot renovations are being completed, the potential savings increase substantially.

Also, since FlexPost products are surface-mounted, most installations take less than 30 minutes, using basic tools. Compare this to the installation of a core-drilled bollard signpost which involves diesel-burning heavy equipment, the mixing of concrete, several hours of labor and cordoning off the parking lot - inhibiting traffic flows and limiting access to the store.

While using core-drilled concrete bollard/signposts can result in damage to the parking lot and potential litigation from unhappy customers, FlexPost offers products that not only save money and keep customers happy, but also provide a pathway to sustainability. The burning of fossil fuels by heavy equipment is eliminated, and concrete is kept out of the landfill, reducing waste in manufacturing and materials.

In addition, bollards can be customized to match virtually any color. Signs can also be custom-designed to include logos and other corporate branding elements.

"A FlexPost will act like a signpost when it needs to, but it is also going to flex when someone's foot slips off the brake or they aren't paying attention," states John DeYoung, FlexPost General Manager. "Instead of the front bumper impacting a concrete-filled pipe, it meets something that gives. The post is OK, the car is OK, the customer is happy their vehicle wasn't damaged, and the retailer avoids a repair. Everyone has a good day."

About FlexPost Inc.

Started in 2006, FlexPost, Inc. (www.flexpostinc.com) helps organizations manage traffic and keep people safe as they prepare for curbside pickup, ADA parking, and other reserved parking spaces. FlexPost manufactures parking lot flexible signposts and bollard systems that save retailers, restaurants, hospitals, universities, airports, and other types of facilities thousands, and even millions, of dollars annually in parking lot repair and maintenance costs.

Inc. magazine recently announced that FlexPost Inc. was included on its 2022 *Inc. 5000* National list. This list represents a one-of-a-kind look at the most successful companies within the economy's most dynamic segment - its independent businesses.

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