

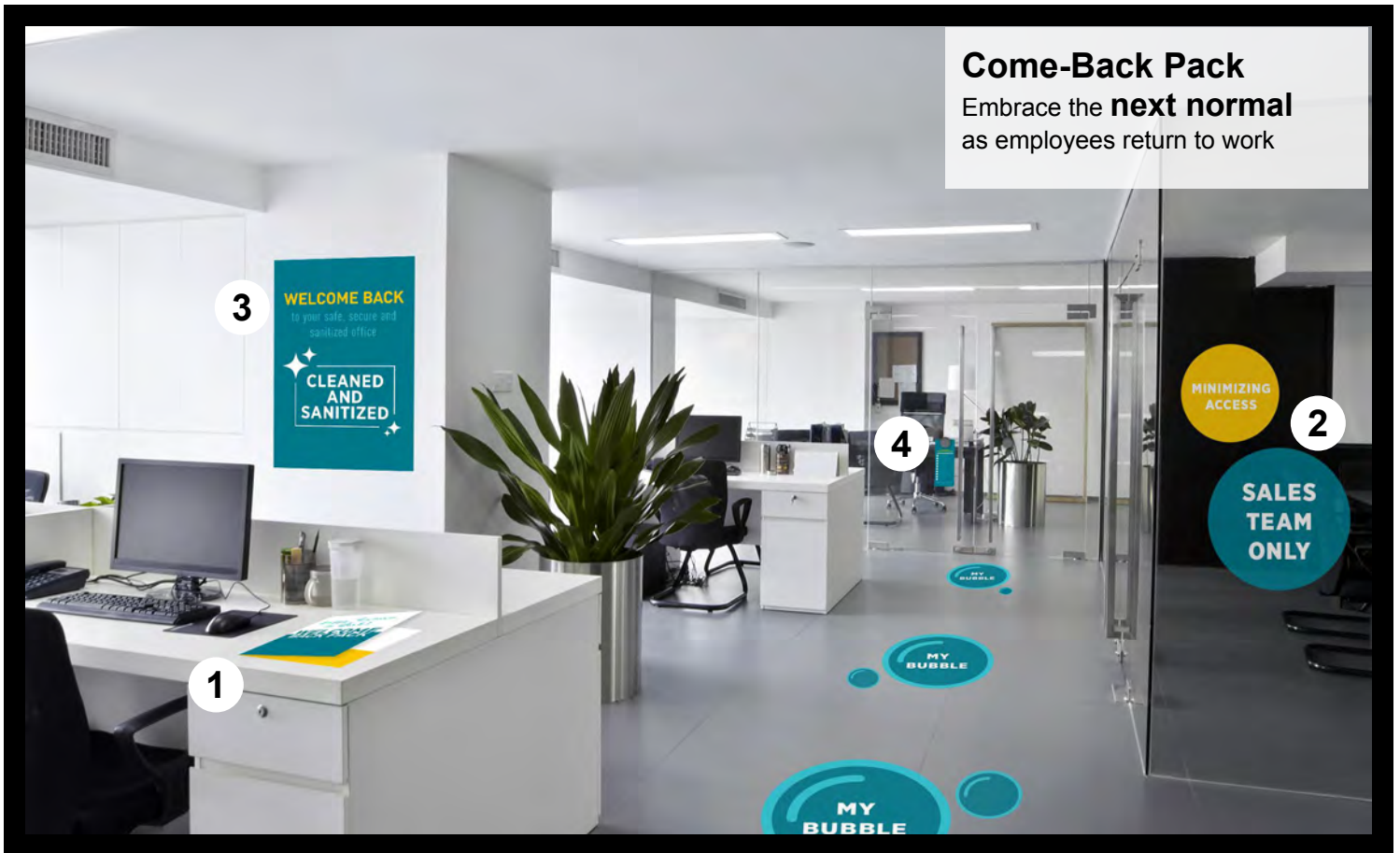


# WELCOME BACK TO THE OFFICE

Your Company's Comeback Solution for the **Next Normal**

## Come-Back Pack

Embrace the **next normal** as employees return to work



### 1 | WELCOME BACK FOLDERS

For returning employees, companies will need to be prepared to inform *and* welcome. Kits should include:

- New policies for social distancing and temperature checks
- HR programs for returning from leave
- CDC or state-recommended disaster plans

### 2 | WINDOW, WALL, & DOOR DECALS

Whether super-sized or tiny, signage can go on elevators, closets or conference rooms, plus entryways and halls.

- Tell delivery drivers where to leave packages without a signature
- Cordon off areas like reception if your business is still closed to customers

### 3 | POSTERS

For any wall, framed or unframed, these can be seen as budget alternatives.

- Standard posters for instructions on temperature checks or new building entry procedures
- Inspirational messaging for your (new) business goals

### 4 | DISPOSABLE & CONVERTIBLE MESSAGING

Businesses bringing their employees back will need to stay on top of CDC and state requirements such as:

- A-frame “sandwich” boards directing to new entrances
- Simple signage for mask or hand washing policies
- Door hangers or Post-It® Notes for sanitization schedules

## EMPLOYEE COMMON AREAS

### REST ROOMS

Standard signage needed across all facilities:

- Mirror decals with laminate are durable for sanitization
- Labels on hand dryers to push with elbows
- Decal reminders for the hands-free door opener



### CONFERENCE ROOMS

Share new policies regarding use and access for small group:

- Sanitizer stations and labeling at all doorways
- Seat decals to sit apart



### LUNCH ROOMS

Create social distancing standards and promote your sanitization practices:

- Table tents for two to a table
- Magnets for shared refrigerator storage
- Appliance sterilization labels





**Business Readiness** Prepare to **increase demand** as customers embrace the next normal with you

## 5 | LARGE-SCALE SIGNAGE

Welcome customers into your office, but show your careful planning. First impressions have never mattered more and large signage, **visible to the passing traffic**, will raise awareness as we move beyond the virus.

- Entryway decals can be temporary or long-lasting. Think of marketing appointment-only services as well as your resilience
- Display window signage for your business or join forces with neighbors to showcase the renewal of your community, a downtown district, or a business park

## 6 | CONVERTIBLE SIGNAGE

Budget alternatives can build a campaign using materials that can be swapped out as new information arrives.

- Use A-frame “sandwich” boards to post about your new contactless commerce or teleservices
- Yard signs are simple and effective. Cover your property or show your geographic reach by posting on yards around the community

## 7 | DIRECT MAIL

Print is still the most highly trusted medium - inform and inspire your customers back into your offering.

- Share a letter from leadership on a new, disinfectable synthetic stock - no joke, you can wipe it down with sanitizer or other disinfectant
- Postcards are fast and budget-friendly; share how you're reshaping business strategies to meet new needs

## RECEPTION AREA



### NEW PROTOCOLS

Show how you're minimizing risk in high traffic areas:

- Floor decals for social distancing where lines form
- Table tents or door hangers with sanitization schedules



### ACRYLIC PARTITIONS

Sneeze guards protect without needing masks. Particularly good for checkout counters, banks, reception desks, etc.



### MARKETING

Business is anything but usual, be clear and on point with customers:

- Rack cards or brochures for services available today and which are coming soon
- Appointment cards to limit walk-ins

## Large-Scale Signage

Product	Description	Popular Sizes	Typical Quantities
Door Decals	Opaque and Repositionable, Full Color, Easy Application and Removal, Multiple Sizes	8.5" x 11" to 24" x 36"	1 - 500+
Window Decals	Translucent and Repositionable, Full Color, Easy Application and Removal, Multiple Sizes	8.5" x 11" to 24" x 36"	1 - 500+
Posters	Full Color, Vertical or Horizontal, Multiple Sizes <i>*Available in the White Synthetic stock - yes, it can be disinfected</i>	12" x 18" to 19" x 27"	5 - 5,000+
Banners	Durable and Mesh, Full Color	24" x 48"	1 - 1,500+
A-frame	Replaceable Graphics <i>*Coroplast A-Frames are a budget alternative but without replaceable graphics</i>	28" x 22"	1 - 500+
Yard Signs	Plastic Graphic with Metal H-Stake, Replaceable Graphic	18" x 24"	1 - 2,000+
Banner Stands	Replaceable Graphics, Mobile Units	33" or 48" Height	1 - 250+

## Small-Scale Messaging

Product	Description	Popular Sizes	Typical Quantities
Table Tents	Digital Full Color or Engraved	6" x 4"	1-1,000
Labels, 24-Hour FasTurn	Full Color, One-Color, Foil, Indoor, Outdoor Freeform Laser Cut Shapes	1/2" x 1" to 5" x 7"	250 - 10,000+
Seat Decals	Opaque and Repositionable, Full Color, Easy Application and Removal	8.5" x 11" and 24" x 36"	1 - 1,000+
Magnets	Full Color, Full Bleed, Multiple Sizes, Variable Text Options	5 1/2" x 4 1/2" to 8" x 10"	50 - 1,000+
Door Hangers	Full Color, Double or Single Sided, Variable Text Options, Full Bleed <i>*Available in the White Synthetic stock - yes, it can be disinfected</i>	3 1/2" x 8 1/2"	50 - 1,000+
Welcome Folders (Policy Packs)	24-hour Production Time, 1-2 Pockets, Four-Color, 1-2 Color, Foil, and Embossing Options	Standard or Legal	50 - 5,000+
Small Decals	Translucent and Repositionable, Full Color or One Color, Multiple Shapes: Rectangle, Square, Oval, Circle	1 1/2" x 2 1/2" to 6" Diameter	250 - 10,000+
Post-It® Notes	Long and Short Run Options, Full Color or Spot Color, Cube Printing	3" x 3" to 10" x 6"	8 - 5,000+ Packs 300-610 Sheets per Pack
White Synthetic Stock	Rack Cards, Door Hangers, Posters, Sales Sheets, Disposable Mask Hooks	Vary by Product	Vary by Product

## Social Distancing

Product	Description	Popular Sizes	Typical Quantities
Acrylic Partitions	Bent Foot or Slot Foot	30" x 36"	3 - 50+
Floor Decals	Circles, Squares, Rectangles, Arrows, Custom Shapes	12" diameter, 24" x 36" and 6" x 24"	1 - 1,000
Ground Stencils	Plastic Stencils, Templates Available or Custom Designs	26" x 19"	1 - 200

### SUGGESTED MESSAGING FOR EMPLOYEES

Kickstart your business into the *next normal*.

- The Secret to Getting Ahead is Getting Started.
- The Comeback – We're Strong. You're Safe.
- Welcome Back to the Office; What We're Doing to Keep You Safe.

### SUGGESTED MESSAGING FOR CUSTOMERS

Show how you open *responsibly*.

- Our Values Haven't Changed, But Our Cleaning Practices Have.
- Happy to See You (At a Distance of Course).
- Reopen and Rebuild; Outlasting the Pandemic
- Grand Reopening!