

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

Back to the Office

Product Listing

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!