



How to Reopen and Get Back to Business Safely & Successfully

READY.

Prepare your workplace and employees

GET SET.

Get ready for customers and visitors

GO!

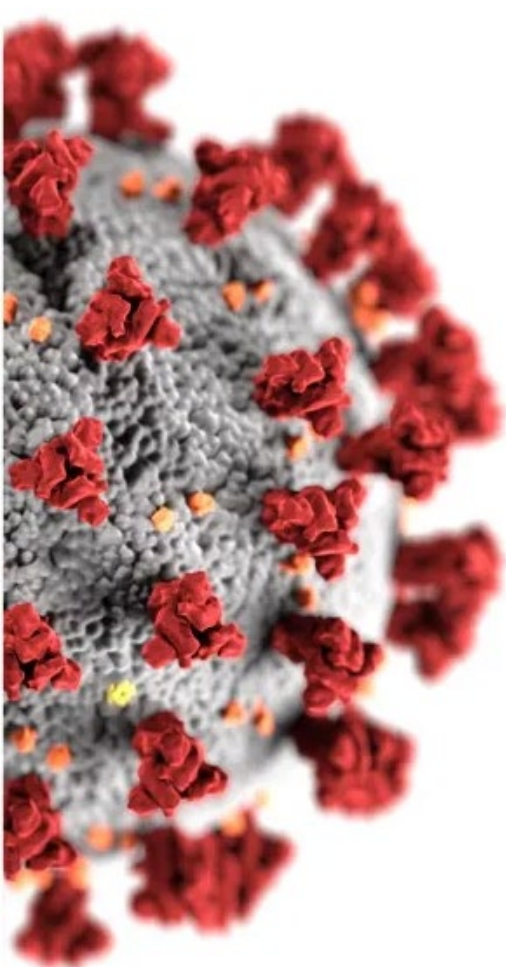
Reach your target market

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

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Preparing to Re-open your business

As you re-open your store, office, clinic, or medical facility there are several items to think about for the care and health of your staff and visitors:

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- **Limit the number of visitors inside the building based on square feet**
 - **Stagger arrival times of employees**
 - **Follow social distancing protocols**
 - **Have hand sanitizer near entrances of building**
 - **Sanitize entrance and exit doors multiple times per day and provide hand sanitizer within the business**
 - **Install protective screens where employee/visitor interactions are likely**

The safety recommendations are based off of CDC guidelines. Twist's goal is to help lead you and meet required guidelines and provide a smooth transition back to the workplace.



READY.

Checklist: Your Interior Space

Main Entrance

- Visitor notifications / restrictions
- Transaction counter barrier / sneeze guard
- Social distancing graphics
- Sign-in log and AHCA screening checklist
- ID badges / tags
- PPE required
- Wayfinding signs
- Hand sanitizer station
- Barriers / room dividers
- Hygiene best practices

Employee Entrance

- Notification signs / restrictions
- Counter barrier / sneeze guard
- Hand washing reminders
- Sign-in log and screening checklist
- Employee ID badges / tags
- PPE required / provided (masks, gloves, shoe covers)
- Social distancing graphics
- Employee engagement
- Hand sanitizer station

Production Area

- Social distance graphics
- Barriers / room dividers
- Movement restrictions
- PPE required

Shipping & Receiving

- Drop-off / pick-up instructions
- No entry
- Ring bell for assistance
- Movement restrictions
- Social distancing graphics
- Hand sanitizer stations

Restroom

- Wash your hands for 20 seconds
- Prevent the spread of germs

Workstations, Conference & Break Rooms

- PPE required (masks, gloves, shoe covers)
- Barriers / room dividers
- Movement restrictions
- Hygiene best practices
- Social distancing graphics
- Hand sanitizer stations



**READY.
CONT.**

Checklist: Your Exterior Physical Space

- Changes to parking or traffic flow
- Open / closed to visitors
- Curbside pick-up / drop-off
- No entry / entrance restrictions
- Occupancy limitation
- Entrance requirements for employees
- We're open (door or window graphics)
- Modified hours (door or window graphics)
- Shipping and receiving instructions
- Drop off area



GET SET.

Checklist: A Safe Space for Customers

- Health and safety reminders
- Social distancing graphics (6 feet apart)
- Directional floor graphics (One-way traffic)
- Protection screens / sneeze guards
- Customer hand sanitizer stations
- Door hangs, counter signs and table tents
- Disposable gloves
- One-time use paper menus and flyers
- Branded pens and pencils (use and take)
- Disposable seat and table covers
- Branded carryout bags and boxes
- Safety labels and stickers



Checklist: Getting the Word Out

- Sidewalk signage (We're open!, Curbside pick-up)
- Banners and feather banners
- Direct mail campaigns
- List management
- Brochures, flyers and informational sheets
- Vehicle graphics and wraps
- Email campaigns
- Website content and graphics
- Social media content and graphics
- Videos
- eCommerce sites
- Branded promotional product giveaways
- Notecards and stationery
- Newsletters and postcards



Suggested Messaging

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!

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 |

