

kdm.

Auto Dealership

Yes, We Are Open

Blueprint for Success

Your in-store marketing
supply chain partner

Safely Open for Business: The Importance of Signage + Social Distancing Solutions During and After COVID-19

As states begin to ease the restrictions placed on businesses during the COVID-19 crisis, responding to the social distancing rules in place while attracting customers can be a challenge. Your business will need effective ways to communicate safety to your customers and employees — all of which will require effective signage and more.

Communicating Safety

Businesses have taken extraordinary steps to protect employees and help ensure customers act responsibly according to CDC recommendations for social distancing. Directional signage, PA announcements, floor decals and other metering techniques are being implemented with safety as the primary focus. “Clean Cart” protocols, gloves, masks, modified hours and “no contact” shopping options are quickly becoming the norm. Some of the most important messages that need to be conveyed on signage include:

- Shopping online
- Designated seating
- Social distancing (6’ rule)
- Hours of operation or closures
- CDC guidelines and local laws
- Number of customers allowed inside
- Where to stand and traffic directionals
- Reminders to wash hands; wear masks

When maintaining six feet of distance is not possible, businesses have turned to partitions and barriers to ensure safety for their customers and employees. From DIY pop-up countertop sneeze guards to semi-permanent plexiglass barriers with pass-through windows — businesses have a variety of options to choose from during this critical time.

Encourage Safe Shopping

Directional floor graphics, similar to what you see at grocery stores, can help guide employees around safely. Additionally, floor graphics can assist with keeping social distance around desks, common areas and front entrances.

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The plexiglass barriers that are now a common sight at checkout counters can be installed to keep employees and customers safe as well. Desk partitions are a great option for reception areas and private offices, acting as a cough and sneeze guard when welcoming and consulting with clients. Additionally, safety partitions can serve as a divider between cubicles and shared desks.

Reminding employees and customers to keep their distance, wash their hands and cover their mouths when coughing or sneezing can be achieved with targeted signage. Consider aligning your signage with the tone and design of your brand to keep the aesthetic consistent. Installing hand sanitizing stations and providing employees gloves and masks can further encourage personal hygiene.

The New Normal

As new shopping habits are created and businesses adapt to meet customer needs and public health requirements, this is an opportunity for your brand to express gratitude and empathy. Something as simple as thanking customers for their business will leave a lasting impression. Review all of our retail social distancing solutions — including print, partitions and barriers — all designed to mitigate risk during these uncertain times.

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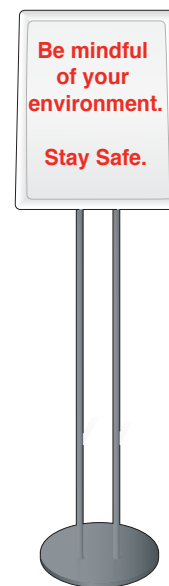
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Express to your customers that “Yes, We Are Open”. KDM makes extending the design of an established outdoor environment easy for franchises. Communicate your services while also adhering to CDC’s safety guidelines.

- Retractable banner
- Standee
- Feather flag
- Banner
- Yard sign
- A-frame banner
- Window cling
- Floor graphic
- Pop up canopy



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Partition + Barrier Solutions

Follow the CDC's safe 6' social distancing guidelines by creating a barrier for office and receptionist desks. These partitions and barriers are great for providing extra protection while connecting with your client.

- Light weight
- Customized to your needs
- Effortless to install
- Optional extended wings
- Add your branded message or company colors with these economy materials:
 - Coroplast
 - Corrugate

KDM's decorated frames are available in various sizes and materials:

- Wood
- Steel
- Aluminum



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Social Distancing Solutions

KDM's Social Distancing Solutions can help guide your customers to shop smartly and safely. Our design team will work with you to create a customized path that will not only uphold to the CDC 6-feet social distancing guidelines but also enhance your branded environment.

- Floor graphics
- Vinyl graphics
- Crowd control stanchion
- Safe 6' carpet floor graphic



Directional Floor Graphics:



24" W x 15" H



15" Diameter



Floor Tape:
3.75" W x 6' L



15" W x 18" H

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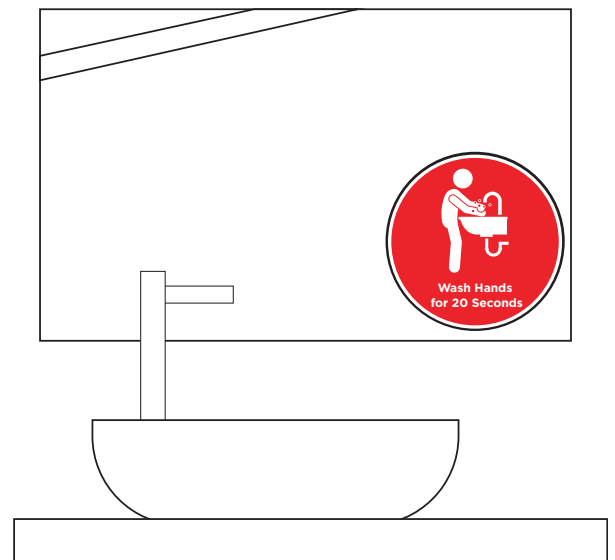
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Display Covid-19 essential signage to remind your customers and employees the importance of proper hygiene. Provide your employees PPE to help reduce contact throughout your location.

- 1 Hand sanitizer stand
- 2 Digital hand sanitizer dispenser
- 3 Personal hand sanitizer
- 4 Disposable face mask
- 5 Sanitary no-touch key
- 6 Essential safety signage
- 7 Infrared forehead thermometer



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