

kdm.

Hospitality

# Yes, We Are Open

Blueprint for Success

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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. Before reopening, 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 guests 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, and modified hours are quickly becoming the norm. Some of the most important messages that need to be conveyed on signage include:

- Online availability
- 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.

### Create A Safe Experience

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

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## Yes, We Are Open

The plexiglass barriers that are now a common sight at checkout counters can be installed to keep employees and guests safe as well. Desk partitions are a great option for reception areas and client seating, acting as a cough and sneeze guard when welcoming guests. Additionally, safety partitions can serve as a divider between shared seating.

Reminding employees and guests 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 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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Express to your customers that “Yes, We Are Open”. KDM makes extending the design of an established outdoor environment easy for your business.

- Banner
- Feather Flag
- Yard Sign
- Window Cling
- A-Frame Banner



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Provide constant reminders that you care about your guests' safety. Displaying messages throughout your guests' stay will help them relax and feel more at home.

- Door Sticker
- Retractable Banner
- Floor Poster Standee
- Acrylic Sign Holder
- Poster
- Table Tent
- Seat Blocker
- Crowd Control Stanchion



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# Social Distancing Solutions

KDM's Social Distancing Solutions can help guide your employees and guests to navigate your location 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
- Crowd Control Stanchion



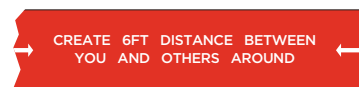
## Directional Floor Graphics:



24" W x 15" H



15" Diameter



Floor Tape:  
3.75" W x 6' L



15" W x 18" H

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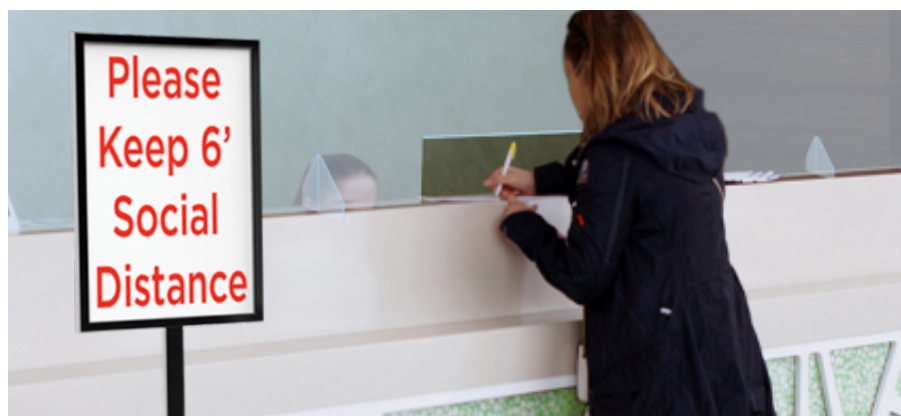
# Partitions + Barriers Solutions

Create a safe distance in the front lobby by providing safety partitions and barriers and signage around guest seating and receptionist desk.

- Customized to your needs
- Effortless to install
- Optional extended wings
- Add your company colors with custom patterns or prints

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

- Wood
- Steel
- Aluminum



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Reinforce your business's new social distancing safety practices with signage that communicates menu-less ordering, limited seating capacity, enhanced sanitary measures and text notifications to minimize face to face host interactions.

- Table Tent
- Standee
- Partitions + Barriers
- Coasters with QR menus



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Enforce safe practices by checking new arrivals' temperatures with infrared forehead thermometer and by supplying extra sanitation products throughout your location.

- Hand sanitizer stand
- Digital hand sanitizer dispenser
- Infrared forehead thermometer

Provide guests with a customizable welcome bag featuring essential personal protective equipment:

- Guest PPE welcome bag
- Personal hand sanitizer
- Disposable face mask
- Sanitary no-touch key
- Disposable hand wipes



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