

# Back to Dining Out

Restaurant Comeback Solutions for the  
Next Normal





# Build Confidence

Welcome customers back safely and responsibly in this next normal



## 1 | WALL AND FLOOR DECALS

Help customers feel safe dining in again:

- Shaped floor decals direct traffic flow and indicate proper distancing
- Removable “Seat/Table Closed” messaging helps ensure compliance for capacity and distancing

## 2 | DISPOSABLE AND SANITIZABLE

Knowing that everything is clean and sanitary is key to your customers enjoying a comfortable visit:

- Single-use menus and placemats let guests know these materials are replaced after each use
- Washable menus and table tents with safety policies stand up to repeated cleaning with harsh chemicals
- Labels and Post-it® Notes can indicate how areas are cleaned and sanitized between each seating

## 3 | CONVERTIBLE MESSAGING

Update your message as the need arises — whether changing policies, menu items or employee assignments:

- Erasable signage used as a menu board in a central location can replace individual menus at tables
- Communication boards can be used for assigning tables to wait staff or posting work schedules
- A-frame sandwich boards can use interchangeable sign inserts to update messages on the fly — specials, open/closed seating areas, or special parking areas

## ADDITIONAL COMMON AREAS

### Cashier Areas

Limit direct contact between employees and customers:

- Acrylic partitions
- Floor decals indicate proper social distancing
- Decals on partitions can communicate new policies

### Kitchen/Prep Areas

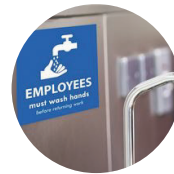
Keep employees safe and informed:

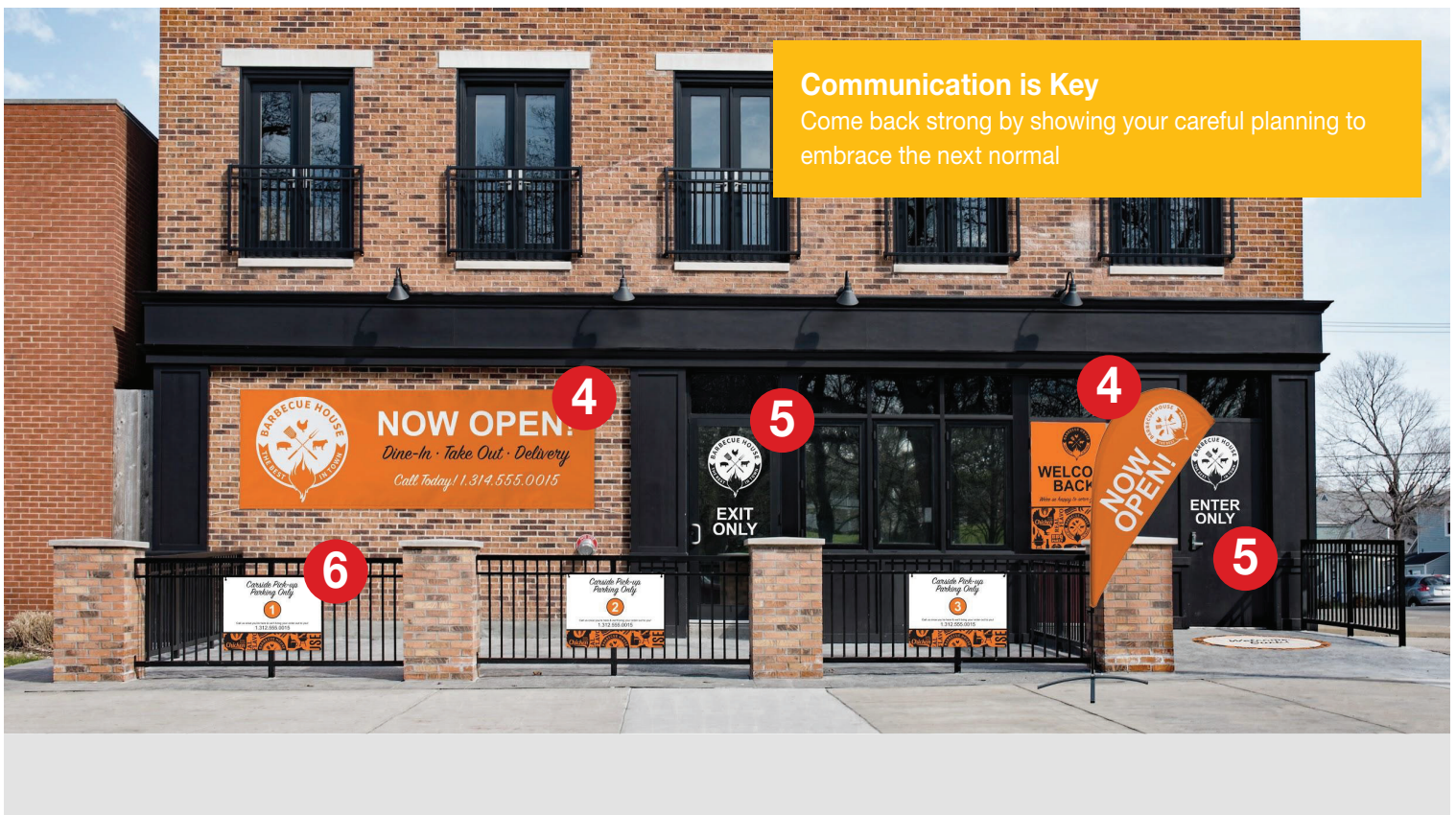
- Washable and magnetic signage can outline safety procedures
- Acrylic partitions separate close work areas

### Restrooms

Standard signage needed in all facilities:

- Mirror decals provide hand-washing reminders
- Laminated CDC posters can be used on stall doors
- Engraved plastic signs stand up to cleaners





## Communication is Key

Come back strong by showing your careful planning to embrace the next normal

### 4 | LARGE FORMAT SIGNAGE

Make sure customers know you are “Open for Business” in a BIG and highly visible way:

- Durable banners can be hung from your building to attract attention from a distance
- Sail signs can be positioned near a building or along a busy boulevard

### 5 | WINDOW AND FLOOR DECALS

Communicate expectations and safety practices clearly and professionally before customers enter your restaurant:

- Designate doors for entrance and exit only
- Post hours of operation and new seating policies at entrances
- Floor decals are suitable for short-term outdoor use

### 6 | OUTDOOR SIGNS

Identify designated parking areas, reservation policies, delivery options and more:

- Plastic yard signs are a cost-effective way to share your message on-site or around town
- Aluminum composite signs stand up to the elements for long-term outdoor use
- A-frame sandwich board signs are mobile and can be used indoors or outdoors

### UNIQUE APPLICATIONS



#### Drive-thru Numbers

Post-it® Notes with variable numbers can be attached to a driver's window to help employees quickly match orders to the correct vehicle

- Minimizes contact
- Simplifies order delivery



#### Take-out Labels

Build trust and deter tampering with food orders by securing containers and bags with labels

- Various shapes & sizes
- Full color and one color
- Many stocks available



#### Marketing Materials

Invite customers back to your restaurant and announce special promotions or new hours

- Postcards
- Brochures/Mailers
- Loyalty cards



# Back to Dining Out

## Product Listing

### Large-Scale Signage

Product	Description	Popular Sizes	Typical Quantities
Window, Wall & Door 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>*Also 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 Sandwich Boards	Replaceable Graphics <i>*Coroplast A-Frames are a budget alternative but without replaceable graphics</i>	28" x 22"	1 - 500+
Yard Signs	Plastic Sign with Metal H-Stake, Replaceable Sign Aluminum Composite Sign with Angle Iron Frame	18" x 24"	1 - 2,000+
Fabric Sail Signs	Indoor or Outdoor Options, 1 or 2-sided	Various	1 - 100+

### Small-Scale Messaging

Product	Description	Popular Sizes	Typical Quantities
Table Tents and Pedestal Signs	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" to 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+
Placemats	Full Color, Double or Single Sided, Variable Text Options, Full Bleed <i>*Also available in Synthetic stock - yes, it can be disinfected</i>	11" x 17"	50 - 1,000+
Marketing Materials	Postcards, Brochures, Door Hangers, Rack Cards	Varies by Product	Varies by Product
Menus	Full Color, Double or Single Sided, Variable Text Options, Full Bleed <i>*Also available in Synthetic stock - yes, it can be disinfected</i>	8.5" x 11" and 11" x 17"	50 - 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
Synthetic Stock	Rack Cards, Door Hangers, Posters, Sales Sheets	Varies by Product	Varies 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*.

- Back Doing What You Do Best – We Appreciate You!
- The Comeback – We're Strong. You're Safe.
- Welcome Back to Work; What We're Doing to Keep You Safe.

#### SUGGESTED MESSAGING FOR CUSTOMERS

Show how you open *responsibly*.

- Your Health and Safety are our Top Priority!
- So Happy to See You; What We're Doing to Keep You Safe.
- Thank you for Your Support!
- We've Got This!