

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

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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!

