

THE PROforma PLAYBOOK TO RESTART BUSINESSES



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GET YOUR BRAND IN THE HANDS OF YOUR CONSUMERS

Transform your brand from something seen and forgotten into **something held and remembered**, long after the moment of first contact. Connect with your audience in a more meaningful way.

GET IN!
TOUCH!

ADVERTISING YOU CAN FEEL



An Idea-Starter For Getting Back To Business

The COVID-19 pandemic has set in motion sweeping changes across almost every sector of daily life, from how we shop and attend school to working from home, curbside pickup and home delivery of everyday items. Fear of the virus and government mandates have cancelled travel plans, conferences, sporting events and worship services.

Business owners, leaders and workers are ready to get back to business and do their part to restart the economy, but it has been a gradual and inconsistent process dictated by state regulations and guidance. And restarting means a dizzying number of changes to workplaces and locations to protect employees and customers.

This *Playbook To Restart Businesses* is designed to help promotional products distributors identify opportunities to help their clients reopen their businesses safely with checklists for appropriate promotional items for seven different kinds of workplace settings. While masks and hand sanitizer are relevant and required for every environment, this guide goes far beyond those to suggest other ways these business environments can help make those who work and visit as safe as possible. In addition, the lists also include non-COVID-related promo product ideas geared to each of these environments to help promote clients' brands and messages.

As the impact of the virus changes within the population, government guidance is continually shifting in response. Keep up with current U.S. state requirements for various types of businesses by checking this resource: <https://www.uschamber.com/article/state-by-state-business-reopening-guidance>.

The Canadian government provides COVID-related information for businesses here: <https://www.canada.ca/en/public-health/services/diseases/2019-novel-coronavirus-infection/guidance-documents.html>.

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JUMP TO SCENE

Salons & Barbers



Plants & Factories



Retail & Shopping



Dining & Restaurants



Doctors' Offices & Clinics

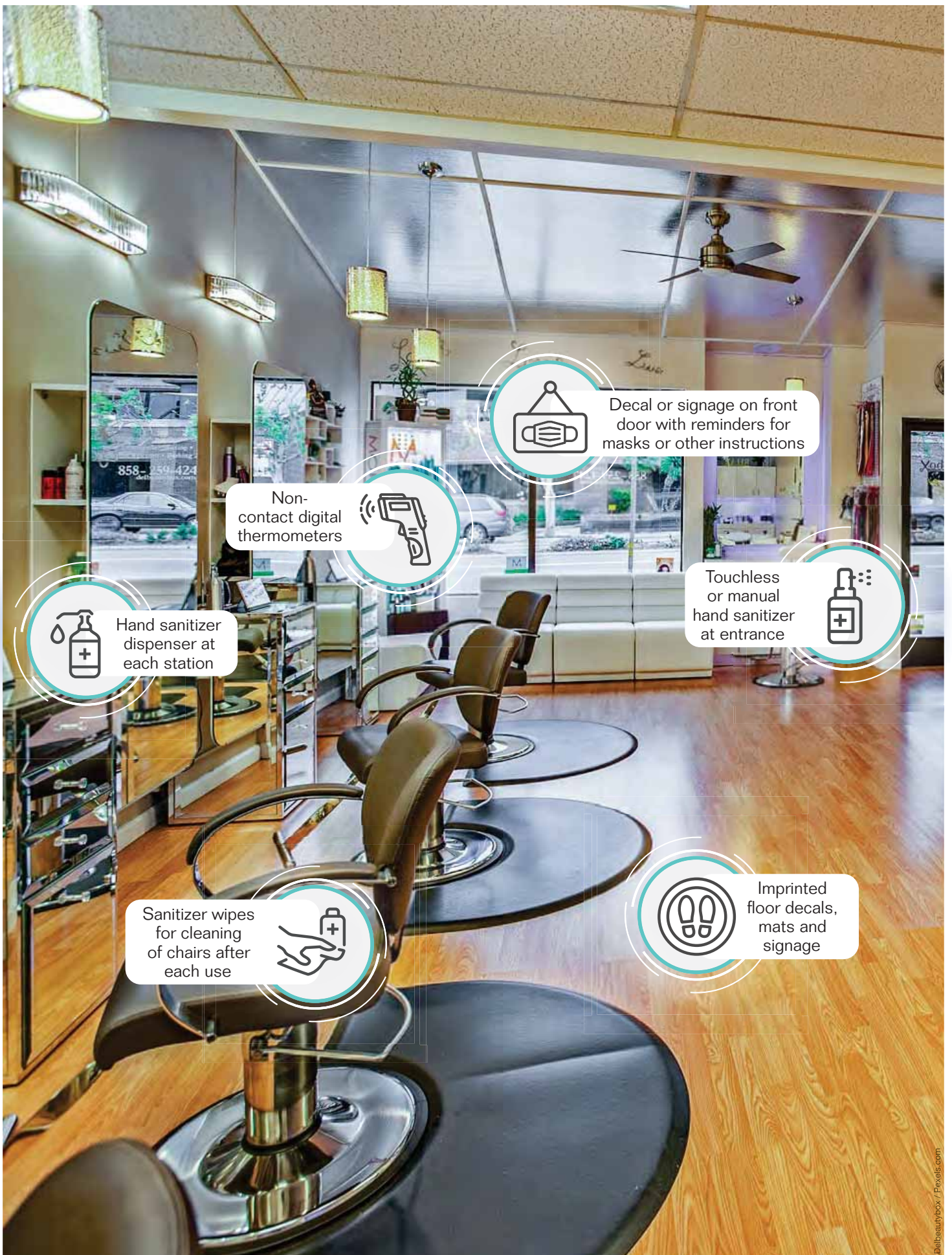



General Offices




Schools & Classrooms





 Decal or signage on front door with reminders for masks or other instructions

Non-contact digital thermometers 

Touchless or manual hand sanitizer at entrance 

Hand sanitizer dispenser at each station 

Sanitizer wipes for cleaning of chairs after each use 

Imprinted floor decals, mats and signage 

PRODUCT CHECKLIST FOR SALONS & BARBERS

- Antimicrobial pens for signing receipts
- Antimicrobial styluses
- Branded no-contact touch tools to open doors and push buttons
- Buttons printed with employee's picture since their mask hides it
- Decal or signage on front door with reminders for masks or other instructions
- Disposable drinkware for coffee, wine and beer
- Disposable or promotional face masks for clients who arrive without one
- Distancing barriers between workstations and at the front desk
- Disposable and washable/reusable capes
- Hand sanitizer dispenser at each station
- Headbands with buttons to wear with masks for comfort
- Imprinted floor decals, mats and signage
- Imprinted nail files that client keeps
- Logoed bottled water
- Retail bags to limit touching of products purchased in store
- Robes that client keeps or can be laundered and reused
- Sanitizer wipes for cleaning of chairs after each use
- Silicone bands/lanyards to denote "comfort level" with others (for example, hugs and touching are OK, it's OK to talk but not touch, or stay away)
- Single-use, disposable forehead strip thermometers
- Touchless or manual hand sanitizer at entrances and exits
- Touchless trash can



As businesses began reopening in late April, one segment many people were eager to see return quickly was one of the last to get the go-ahead from most states: salons and barbers. Whether they needed a haircut, manicure, massage or other service, during the lockdown consumers found they could go only so long without a visit to a salon.

Despite the pandemic, salons continue to be a booming sector of business with more than 967,000 hair salons and 24,740 nail salons in the U.S., according to IBISWorld Market Research.

The most popular salons and services are hair-cutting, coloring and styling; waxing and other hair removal; nail treatments and facials and skin care; massages; tanning and aromatherapy.

A typical salon occupies about 1,000 to 1,500 square feet and is located in a strip center or

Salons & Barbers

mall. The social distancing requirements are the same for most salons: workstations must be at least six feet apart (in some salons that means every other workstation may be used) or separated by distancing barriers and the area must be fully sanitized after every customer. Stylists and other workers must wear masks. Disposable supplies are recommended, and reusable supplies must be sterilized between customers. Some salons may choose to screen workers and clients for fever and symptoms before they enter. Many salons ask customers to wash or sanitize their hands upon entering and to wear a face mask. Most salons can up the cleanliness factor by having hand sanitizer readily available in various locations and by placing a touchless trash can near the door.



Pedestal or A-frame signage with reminders

Clock for breakroom

Uniforms

Safety earplugs

Hands-free sanitizer stations

Imprinted floor decals, mats and signs

PRODUCT CHECKLIST FOR PLANTS & FACTORIES

- Clock for breakroom
- Flashlights
- Freestanding or permanently installed distancing barriers
- Hands-free sanitizer stations
- Hard hats
- Imprinted floor decals, mats and signs
- Lunch coolers for workers
- Magnets imprinted with safety reminders
- Multi-purpose tools
- Non-contact digital thermometers
- Pedestal or A-frame signage with reminders
- Personal stickers for hard hats
- Protective eye gear
- Reflective safety vests
- Retractable badge holders
- Safety earplugs
- Sanitizer wipes to clean machines after use
- Single-use, disposable forehead strip thermometers
- Tape measure with carabiner
- Uniforms
- Vinyl banners with safety tips
- Wall calendars
- Work gloves



There are almost 570,000 manufacturing businesses in the U.S., according to data collected earlier this year by IBISWorld, with the top-five manufacturing segments, based on revenue, listed as chemical products; computer and electronic products; food, beverage and tobacco products; motor vehicles and parts and fabricated metal products, according to the National Association of Manufacturers. The number of companies in this business sector has declined 1.3 percent per year on average over the past five years, however, the manufacturing industry is the fourth-largest buyer of promotional products, comprising 6.3 percent or \$1.5 billion of total sales, according to PPAI research. The National Institute of Standards and Technology reports that Indiana, Wisconsin and Michigan have the largest concentration of manufacturers.

Plants & Factories

It's a segment of business that has been hard hit by the COVID-19 lockdowns, especially those factories turning out autos and aircraft, and oil and gas producers, but also meat processing plants where virus outbreaks have caused multiple shutdowns and backlogs in production. Now that most factories are reopening, the challenge is to keep workers safe and provide adequate social distancing.

Because most factories are closed to the public, the focus inside is on maintaining employee health and safety. Reopening requirements vary by state and county and some, but not all, require workers to wear masks or face shields; the same goes for screening employees for fever and symptoms before they begin their shifts and/or after they finish work. To create more distance between workstations, some companies are installing acrylic barriers and adding floor directional decals to remind workers to stay six feet apart. It's a good idea to centrally locate hand sanitizer dispensers near workstations and at entrances and exits, too.



Touchless trash cans

Freestanding or permanently installed distancing barriers at check-out counters

Imprinted directional floor decals for aisles

Grocery tote bags

Self-serve sanitizer wipes near shopping carts

PRODUCT CHECKLIST FOR RETAIL & SHOPPING

- Adhesive decals or mats at check-out lines
- Antimicrobial door-handle wraps
- 
- Antimicrobial pens for signing receipts
- Antimicrobial styluses
- Counter mats
- Decal or signage on or near the front door with reminders for masks or other instructions
- Floor graphics
- Freestanding or permanently installed distancing barriers at check-out counters
- Grocery tote bags
- Hand sanitizer at check-out counters
- Hands-free sanitizer stations at entrances and exits
- Imprinted directional floor decals for aisles
- Pedestal signs
- Self-serve sanitizer wipes near shopping carts
- Touchless trash cans
- Uniforms
- 
- Vinyl banners
- Yard signs to show support for workers

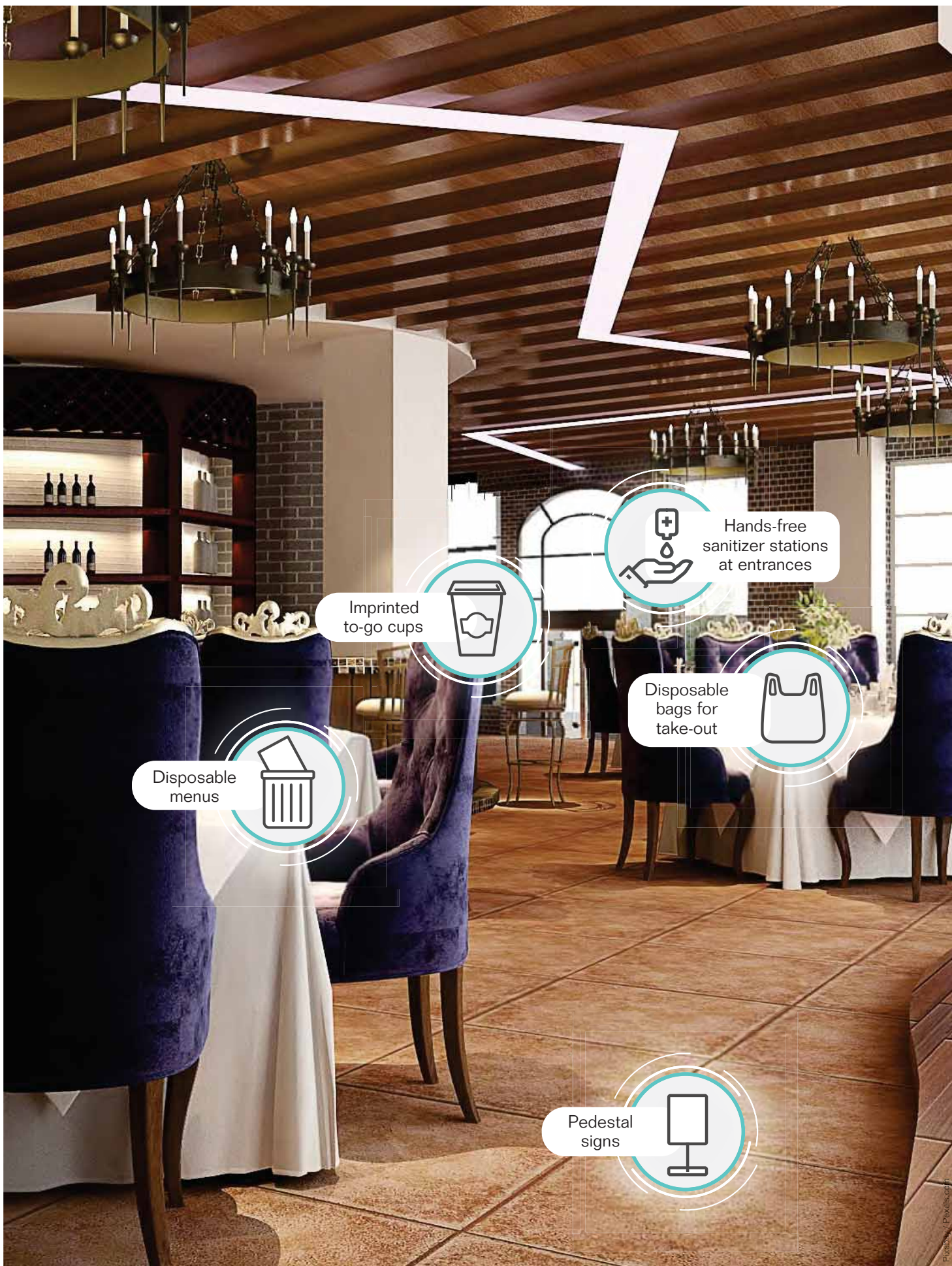
In the U.S. alone, there are more than one million retail establishments with the top five, in terms of annual 2019 revenue, being Walmart, Amazon, Costco, Kroger and Walgreens, according to the National Retail Federation. Of the top 50 online retailers, nearly all also operate brick-and-mortar stores. Industry-wide, online sales make up 10 percent of all retail sales, says the NRF. Changing consumer habits, including a rapid increase in online shopping, are driving an unprecedented transformation in retail but sales are still climbing. Over the past 10 years, retail sales have consistently grown more than four percent every year. In February 2020, retail sales reached \$321.8 billion—the highest level yet. Retail continues to be one of the top markets for promotional products sales generating \$744 million in sales in 2018.

The COVID-19 pandemic has affected retail both positively and negatively. Obviously, the sale of food, medicine, paper goods and cleaning supplies have increased retail traffic, but sales for non-essentials (clothing, non-food, lux-

Retail & Shopping

ury products and other discretionary items) have dropped. As sales have fallen, some stores have had to make tough decisions to close, terminate or lay off employees or declare bankruptcy. In recent months, two longtime icons in the retail sector, Neiman Marcus and JC Penney, have filed Chapter 11 bankruptcy, which entails closing some stores permanently. Despite the challenges, analysts say they are optimistic about the future of retail.

Right now, retailers are focused on how to keep shoppers and employees safe when in their stores and help to prevent the spread of COVID-19. Most stores have implemented rigorous safety precautions including requiring masks for all who enter, limiting the number of people in a store at one time, adding physical barriers to check-out counters, banning reusable grocery bags and providing additional signage throughout the store, including floor decals in aisles to indicate traffic flow and reminders to stay six feet from others. Many also have hand sanitizer available as well as wipes for cart handles and have limited store hours to allow for new and increased sanitization procedures.



Disposable menus



Imprinted to-go cups



Hands-free sanitizer stations at entrances

Disposable bags for take-out



Pedestal signs



PRODUCT CHECKLIST FOR DINING & RESTAURANTS

- Antimicrobial mouse pads



- Antimicrobial pens for signing receipts



- Antimicrobial styluses for keying in orders on a touchscreen

- Branded souvenir growlers and other reusable drinkware for liquor delivery and takeout

- Counter mats

- Disposable bags for take-out

- Disposable menus



- Door clings or entrance signage with instructions

- Floor graphics

- Hands-free sanitizer stations at entrances

- Imprinted directional floor decals or mats

- Imprinted to-go cups

- Pedestal signs

- Promotional magnets to tuck in to-go orders with contact info

- Promotional stickers for to-go orders with contact info

- Reusable imprinted totes for take-out

- Table tent cards

- Table-Not-In-Use barricade tape

- Uniforms

- Vinyl banners

The restaurant industry has been largely upended by the COVID-19 pandemic with many eateries reporting sales down more than 50 percent, particularly those that are fine-dining, dine-in only and independent and family-owned operations. However, some restaurants flexed their options during the shutdown to offer curbside pickup, extended delivery and outdoor dining, when allowed. Many scaled down their menus and cut staff and operating hours to manage through the crisis.

In many states, restaurants were forced to close if they could not provide take-out or delivery and reopening has been tricky as some states have allowed reopening of dine-in restaurants and bars only to mandate closures again because of a surge of the virus. Even for those states that do allow indoor dine-in service, occupancy is likely limited to 50 percent of capacity with six feet between tables. Servers are wearing masks and gloves, menus are single-use or online and only groups of six or fewer are allowed.

Before the pandemic, the National Restaurant Association

Dining & Restaurants

projected 2020 sales for the U.S. restaurant industry at \$899 billion with more than one million restaurant locations and 15.6 million restaurant employees. An estimated 99 percent of companies in the industry are family-owned small businesses with fewer than 50 employees, and it's projected that by 2030, there will be 17.2 million people working in this industry. The total economic impact of the restaurant industry, according to early 2020 numbers, is more than \$2.5 trillion.

While restaurants are challenged with current conditions and restrictions, the good news is that people need to eat and dining out has become a celebrated experience with 63 percent of consumers saying they'd rather enjoy a restaurant meal than spend the same amount of money on a store purchase.



Adhesive wall decals with safety reminders



Disposable or promotional face masks for patients who arrive without one

Single-use, disposable forehead strip thermometers



Antimicrobial mouse pads at workstations



Antimicrobial styluses for use with iPads and screens



Health-related coloring books for children



PRODUCT CHECKLIST FOR DOCTORS' OFFICES & CLINICS



- Acrylic desktop protective shields with or without a window cutout
- Adhesive wall decals with safety reminders
- Antimicrobial mouse pads at workstations
- Antimicrobial pens for signing receipts
- Appointment card reminders



- Bandage dispensers
- Buttons printed with employee's picture since mask hides it
- Counter mats
- Disposable or promotional face masks for patients who arrive without one
- Educational flyers
- Handwash reminder signs for restrooms
- Headbands with buttons to wear with masks for comfort
- Health-related coloring books for children
- Imprinted directional floor decals, mats and signs
- Magnets imprinted with safety reminders
- Manual or hands-free sanitizer stations at entrances
- Antimicrobial styluses for use with iPads and screens
- Non-contact digital thermometers
- Notepads
- Pill boxes
- Retractable badge holders
- Scrubs for health-care workers
- Silicone bands/lanyards to denote comfort level with others (for example, hugs and touching are OK, it's OK to talk but not touch, or stay away)
- Single-use, disposable forehead strip thermometers
- Vinyl or acrylic distancing barriers for workstations



Health care is the top market for promotional products sales, says PPAI research. In 2018, it accounted for 8.5 percent, or \$2.4 billion, of total annual distributor sales. Recent data shows there are more than 237,000 physician practices and more than 535,000 active medical doctors in the U.S., according to Statista. Over the course of a year, their offices handle more than 883.7 million patient visits and almost half of these visits are to primary care physicians, according to the Centers For Disease Control and Prevention. In addition, 84 percent of adults and 93 percent of children have had contact with a health-care professional in the past year.

Most medical practices (almost 23 percent) employ two to five doctors but almost 18 percent are solo practices, according to Statista. California has the highest number of active physicians at almost 114,000, with Texas, New York, Florida and Pennsylvania rounding out the top five.

Doctors' Offices & Clinics

The pandemic has mandated significant changes within doctors' offices to ensure health and safety for patients and health-care workers. Practices should post front-door signage with specific instructions for patients and visitors, especially for those with COVID-19 symptoms, and position a touchless hand sanitizer station inside the entrance. Before the coronavirus pandemic, the average wait time at a doctor's office was about 20 minutes. Now, clinics and practices may ask patients to wait in their cars until called but once they enter the building, there should be helpful wall and floor signage to educate them about health, hygiene and recommended clinic procedures and to remind them to social distance when approaching the front desk. Doctors can continue to engage patients by gifting them with a useful and branded take-home item; some products can be individually wrapped for safety.



Handwash reminder signs for restrooms



Protective acrylic counter barrier with graphic decals



UV phone sterilizer with wireless charging pad



Retractable badge and security card holders



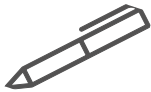
Lunch coolers



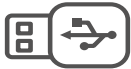
Imprinted directional floor and carpet decals, mats

PRODUCT CHECKLIST FOR GENERAL OFFICES

- Adhesive notepaper and cubes
- Adhesive wall decals with safety reminders
- Antimicrobial mouse pads



- Antimicrobial pens for signing receipts
- Antimicrobial styluses
- Chargers
- Employee apparel



- Flash drives
- Freestanding vinyl wall barriers
- Handwash reminder signs for restrooms
- Imprinted directional floor and carpet decals, mats

- Lunch coolers
- Magnets for file cabinets
- No-contact tool for opening doors and pressing buttons
- Notepads and journals



- Personalized drinkware
- Phone stands
- Power banks
- Protective acrylic counter barrier with graphic decals
- Retractable badge and security card holders
- UV phone sterilizer with wireless charging pad
- Wall and door signs and banners

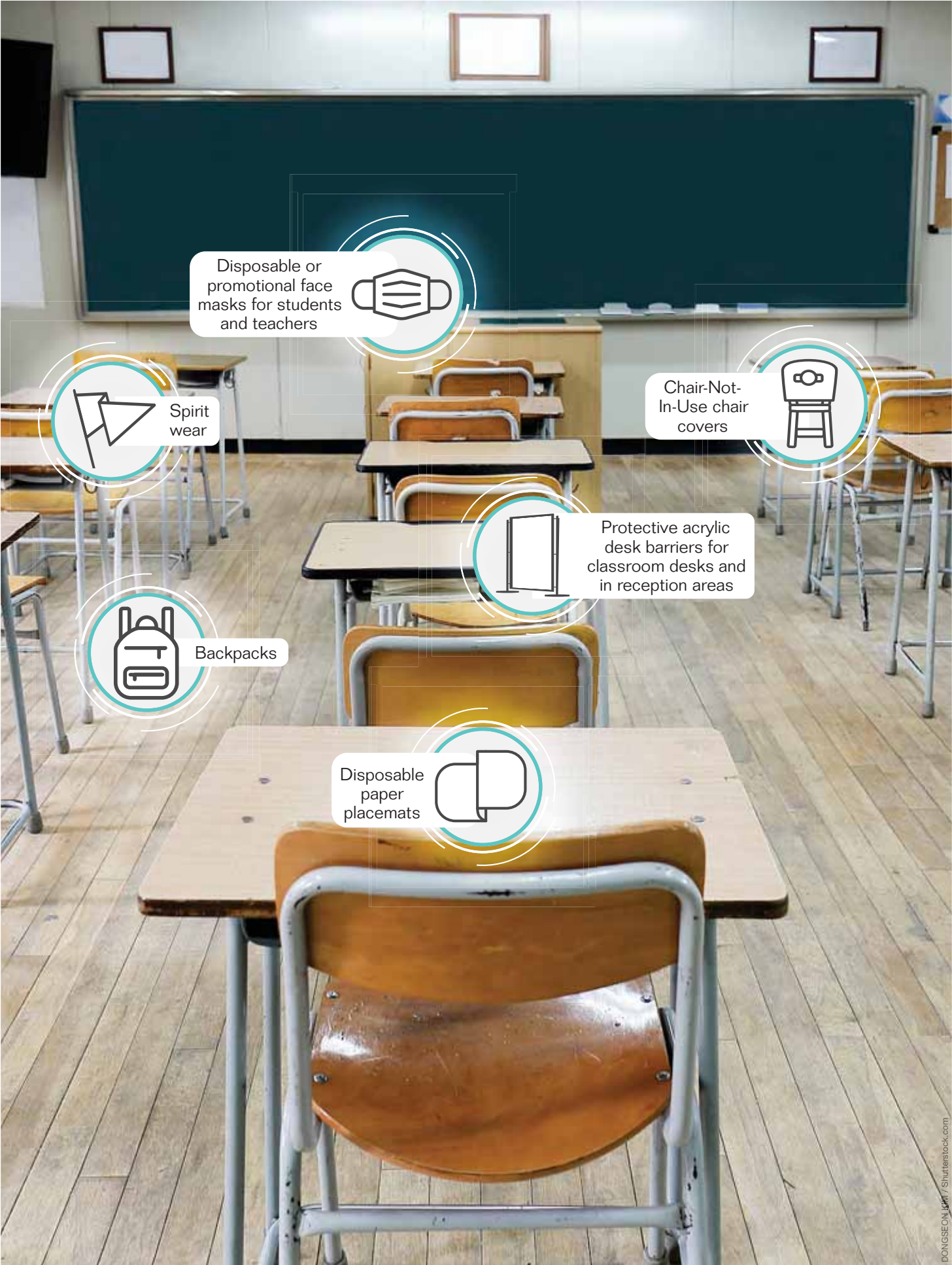
As offices of all kinds reopen their doors and welcome employees back, their primary focus is on creating a healthy and sanitary environment for all workers.

Before the pandemic, approximately 40 percent of American workers were spending their days in an office environment, according to Pew Research. When the COVID-19 pandemic closed offices temporarily and forced employees home, most learned they could do their work remotely. However, it wasn't a productive solution for everyone and every job. With spouses and children at home, crowded conditions, increased distractions, slower internet in some cases and a lack of office conveniences, some workers were only too ready to leave their dining room tables and head back to a real desk.

And offices will be ready. For those located in shared buildings, some states are limiting occupation to 25 percent of capacity. Even still, over the past several months, most organizational leaders have complete-

General Offices

ly rethought their office operations and are reopening with new and enhanced safety measures in place. These include a risk assessment and disinfecting protocols as well as identifying new work spaces to spread out workers; placing physical barriers between desks to maintain six feet of separation; redesigning traffic patterns to restrict employee interaction; avoiding the sharing of desks, phones, remote controls and other equipment; closing meeting rooms, lounge areas and breakrooms; making refrigerators, coffee pots and water fountains off-limits; requiring masks when in public areas and providing hand sanitizer at all high-touch stations such as doors, copiers, printers, supply cabinets and vending machines, among other new hygiene practices.



Disposable or promotional face masks for students and teachers



Spirit wear



Chair-Not-In-Use chair covers



Protective acrylic desk barriers for classroom desks and in reception areas



Backpacks



Disposable paper placemats

PRODUCT CHECKLIST FOR SCHOOLS & CLASSROOMS

- Adhesive wall decals with safety reminders
- No-contact tools for students and teachers

- Antibacterial mouse pads



- Antimicrobial pens

- Non-contact digital thermometers

- Antimicrobial styluses

- Backpacks

- Pencil pouches

- Barricade tape for unused chairs in auditoriums

- Phone wallets

- Bumper stickers to show support

- Power banks

- Buttons printed with teacher and school employees' picture since mask hides it

- Protective acrylic desk barriers for classroom desks and in reception areas

- Chair-Not-In-Use chair covers



- Retractable badge holders for ID's

- Chargers

- Silicone bands/lanyards to denote comfort level with others (for example, hugs and touching are OK, it's OK to talk but not touch, or stay away)

- Directional and custom-imprinted floor and carpet decals

- Disposable paper placemats

- Disposable or promotional face masks for students and teachers

- Spirit wear

- Flash drives

- Vinyl banners

- Handwash reminder signs for restrooms

- Wall and standing signs

- ID badges

- Wall calendars for classrooms and offices

- Journals

In fall 2019, it's estimated that about 56.6 million students attended elementary, middle and high schools and about 19.9 million attended colleges and universities in the U.S., according to the National Center for Educational Statistics. When the COVID-19 pandemic hit in March, almost all schools closed, and classes moved online for the remainder of the academic year.

The debate is now raging across the U.S. about reopening schools in the fall, offering online education or some hybrid of these options. Recognizing that schools are fundamental to child and adolescent development, the American Academy of Pediatrics has strongly advocated that "all policy considerations for the coming school year should start with a goal of having students physically present in school." For the most up-to-date guidance from the AAP on this topic, see <https://services.aap.org/en/pages/2019-nov-el-coronavirus-covid-19-infections/clinical-guidance/covid-19-planning-considerations-return-to-in-person-education-in-schools>.

Schools & Classrooms

When schools do reopen, it's most likely that they will include noticeable changes throughout the campus from frequent sanitization routines and lunch in the classroom instead of a cafeteria to staggered class times and limited attendance to maintain social distancing.

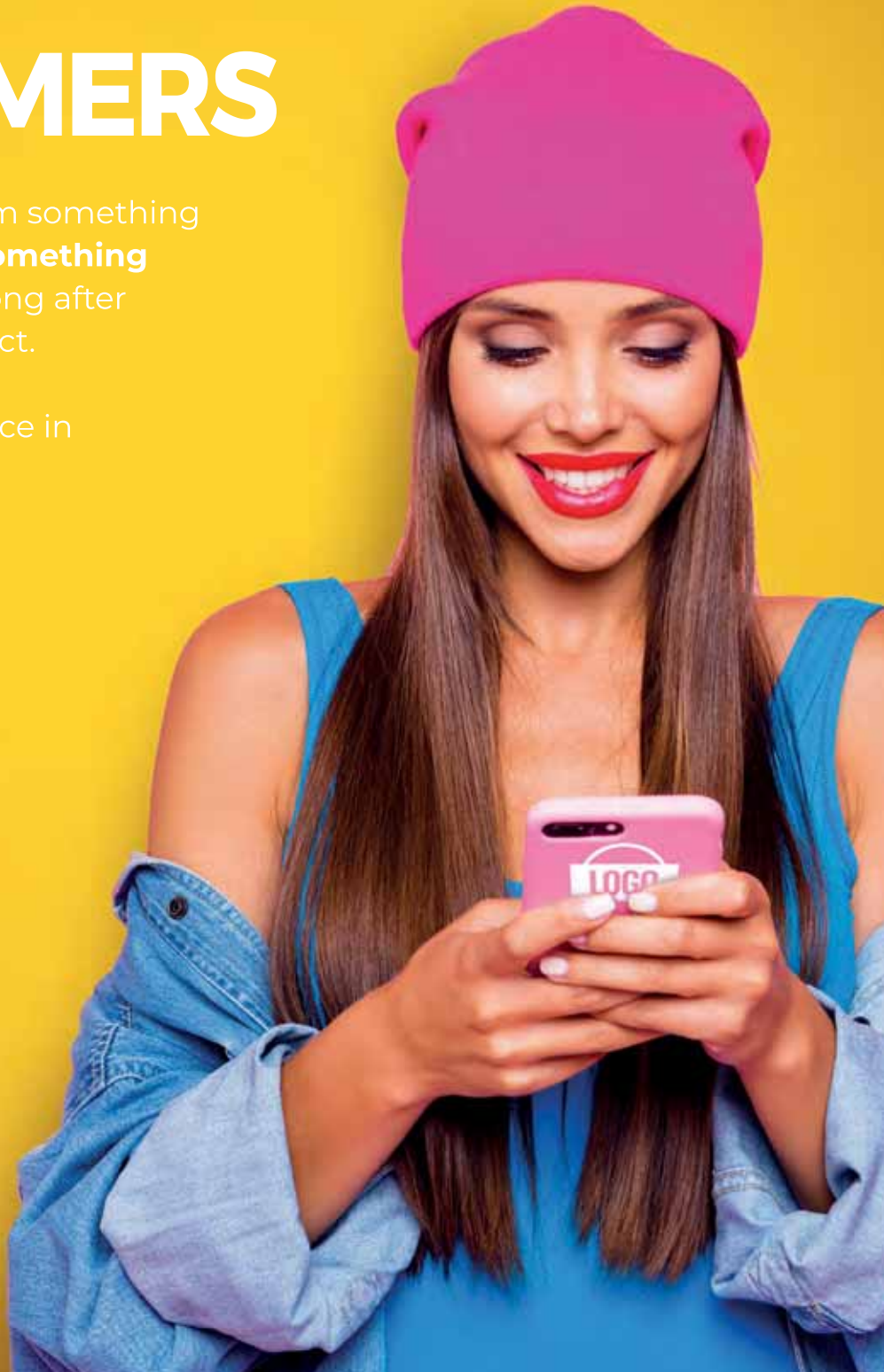
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