

# Practical solutions for unplanned challenges:

## How print can help you protect and inform employees, visitors and customers



### Exterior

**1** High-quality **poster prints** in windows or **mounted posters** on easels pack a visual punch and serve as one of your first lines of defense.

- Display hours of operation
- Welcome customers and employees
- Give directions to locations within the building
- Indicate capacity limits

*Photo-quality glossy or matte paper • stretched canvas • mounted foam board • temporary • movable*

**2** **Hanging banners** are a big, bold way to make a first impression and ensure your message is visible near and far.

- Let customers know you're open
- Share promotions
- Provide requirements for entry, like face masks and social distancing

*Short- and long-term weather-resistant options • photo-quality printing • single- or double-sided printing • retractable banners • flutter flags*

**3** **Surface graphics** are an effective and easy way to convey your message on smooth or uneven surfaces.

- Display hours of operation
- Provide occupancy guidelines
- Post safety guidelines
- Direct traffic flow
- Instruct where to stand and wait
- Mark parking spaces

*Vinyl window and door adhesives and clings • full color • straight or reverse (mirrored) printing • aluminum graphics for concrete sidewalks and parking lots, slip- and weather-resistant*

**4** **Signs** are a portable way to communicate your message wherever you need it the most.

- Direct traffic flow
- Indicate curbside pickup
- Provide parking instructions

*Corrugated plastic or aluminum yard sign, single- or double-sided print with wire H-stake or metal H-frame • A-frame signs, single- or double-sided print easily interchanged or updated*



## Reception area and lobby

**1 Signs** help prevent confusion and maintain order in your reception area, which makes doing business smooth and efficient.

- Direct or control traffic
- Provide spatial guidelines
- Draw attention to specific locations like hand sanitizer or temperature-check stations
- Eliminate the need for employees to repeat the same information to every customer served
- Declare an area off limits
- Show where the line forms

*Standing sign holder with insert, double-sided with interchangeable art • A-frame signs, single- or double-sided print easily interchanged or updated • self-standing countertop signs • table tents*

**2 Framed and unframed posters** are clever visual tools that catch the attention of customers and employees as they enter your workplace and waiting area.

- Welcome back customers or employees
- Provide motivation
- Introduce recently enacted changes in protocol or safety guidelines
- Place near elevators where they'll be seen while waiting, and even encourage taking the stairs
- Educate team members

*Photo-quality glossy or matte paper • stretched canvas • mounted foam board • temporary • movable*

**3 Retractable banners** look professional and are versatile, mobile and easy to set up.

- Greet customers
- State CDC guidelines
- Make customers aware of policies

*Retractable stand (black plastic or deluxe silver metal) • photo-quality display banner material • reusable*

**4 Surface graphics** get your message seen from eye level all the way to the floor.

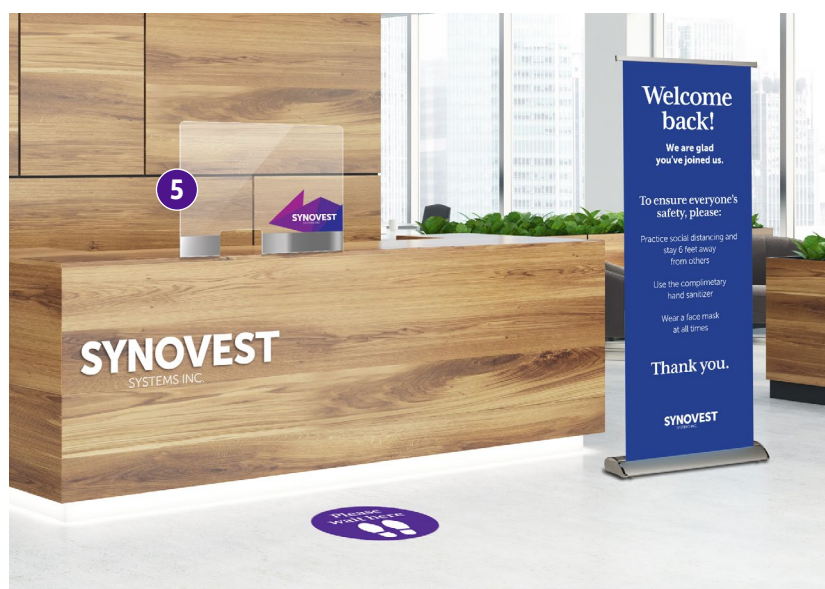
- Instruct where to stand and wait
- Ensure a safe distance is maintained
- Direct traffic flow
- Mark spots to stand inside elevators

*Use on carpet, tile, concrete and more • vinyl window and door adhesives and clings • full color • straight or reverse (mirrored) printing • temporary or long-term • non-skid coating available for floor graphics*

**5 Protective acrylic barriers** fit most business environments and give your customers and employees confidence to interact.

- Provide an extra layer of defense when coupled with masks
- Brand or add decal
- Defend against the spread of airborne germs from sneezing and coughing

*Durable and lightweight • easy to clean and disinfect • clear sight*





## Shared office space and meeting rooms

### 1 Signs and posters provide conference room etiquette, rules and best practices.

- Provide capacity guidelines
- Remind not to greet with a handshake or hug
- Enforce social distancing
- Bring awareness to services and resources available to cope with stress

*Self-standing countertop signs • table tents • framed and unframed posters*

### 2 Monitor cards and procedure cards are quick, handy resources to keep employees informed.

- Maintain compliance
- Keep in a pocket or wallet
- Remind employees about safety procedures

*Laminated • wipeable • durable*

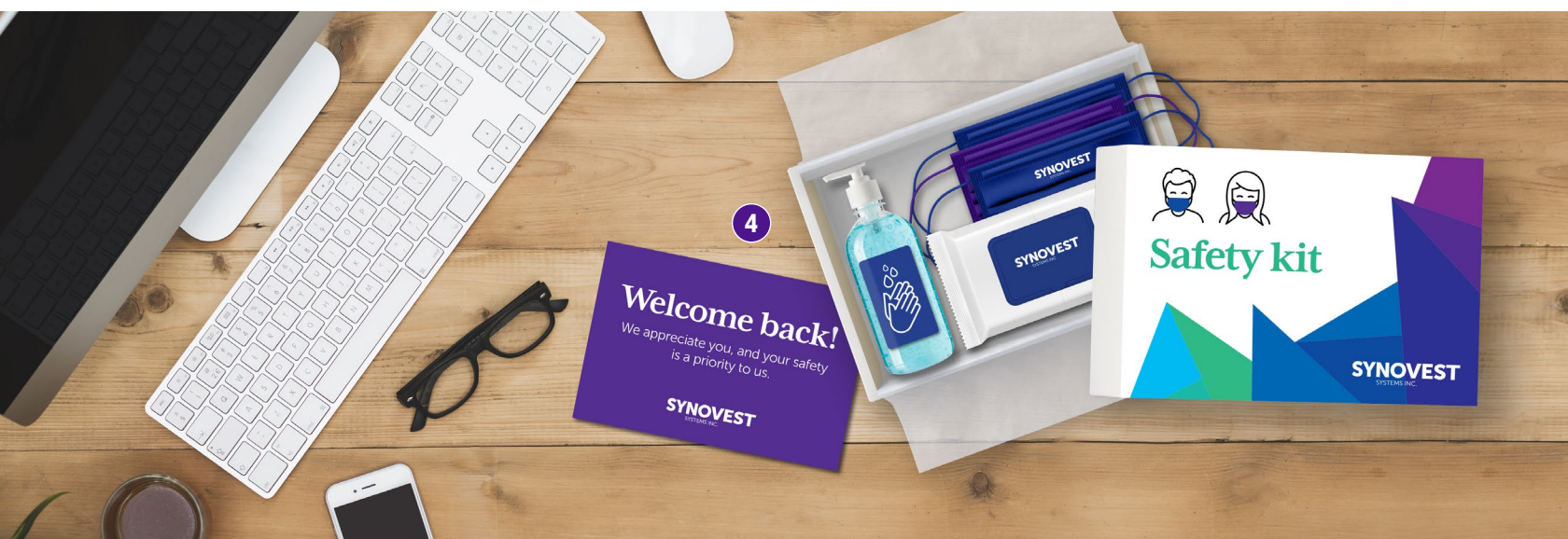
### 3 Surface graphics are effective for informing, providing structure and helping enforce social distancing.

- Provide seating instructions and designated spots
- State room capacity
- Bring attention to a hand sanitizer dispenser to be used upon entry and exit

*Chair, tabletop and floor • full color • straight or reverse (mirrored) printing • temporary or long-term • non-skid coating for floor graphics*

### 4 Welcome back your employees with customized boxes of branded materials, such as:

- Masks
- Hand sanitizer
- Antiseptic wipes
- New protocols
- Expressions of gratitude and support



# Breakroom and kitchen area

## 1 Laminated posters can be wiped down to safely share information in this germ-prone space.

- Provide safety guidelines for food preparation and cleanup
- Post CDC guidelines
- Share COVID-19 updates
- Display cleaning processes and frequency

*Photo-quality glossy or matte paper • temporary • movable • framed or unframed*

## 2 Signs are an efficient way to maximize small spaces.

- Limit the number of people who can sit at a table
- Provide best practices for personal sanitation and sterilization
- Promote spatial restrictions
- Keep track of custodial sanitation schedules
- Inform employees that a space has been sanitized

*Self-standing countertop signs • table tents*

## 3 Procedure cards provide information at a glance.

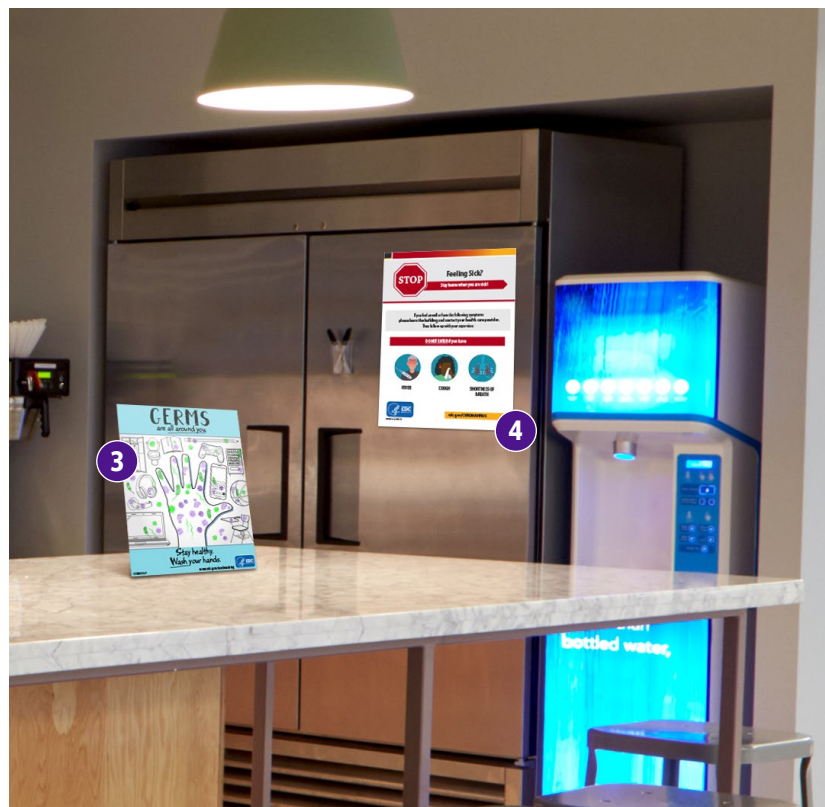
- Keep important guidelines within sight and at fingertips
- Instill confidence
- Maintain compliance

*Laminated • wipeable • durable*

## 4 Surface graphics are wipeable and work well on refrigerators, dishwashers and cabinets.

- Remind employees to wash their hands
- Bring attention to frequently used items, such as a first-aid kit
- Provide social distancing guidelines

*Floor, tabletop and chair decals • vinyl adhesives and clings • full color • temporary or long-term • non-skid coating for floor graphics*



## Rise to the challenge

Give your employees and customers confidence to enter your workplace, stay safe and get back to business. Reach out to your sales representative today or go to [fedex.com/intheknow](https://www.fedex.com/intheknow) to learn more.

