

TURNING THE SIGN

BACK-TO-BUSINESS CHECKLIST



GET REOPEN READY

Reinspect your workplace for code compliancy:

- Heating and air ventilation
- Water systems
- Structural and mechanical systems

Prepare for new restrictions and regulations:

- Move furniture and staff stations 6 feet apart
- Professionally disinfect, sanitize and deep clean
- 1-on-1 appointment capabilities
- Stock "grab and go" services at minimum required levels by state

Enable safer business processes:

- Touch-free point-of-sale systems ●
- Designated curbside and in-store pickup areas ▲
- Set up digital eSignature capabilities

- Discard out-of-date food items
- In-store social distancing floor decals ●
- Protective checkout barriers ●

- One-time-use or laminated menus and service listings ●▲
- SMS confirmations and updates
- Enable virtual tours via Google 360

Ensure adequate supplies to support healthy hygiene practices:

- Disinfectant wipes and sprays ●
- Hand sanitizer ●
- Disposable plates, cups and cutlery ●
- Touchless soap dispensers

- Gloves ●
- Face masks ●
- Tissues ●

Train and update your staff on new policies and regulations with professionally printed notices:

- Cleaning schedules ●▲
- Screening and hand washing ●▲
- Prohibited cellphone use ●▲
- Sick leave and time off ●▲

● Available for purchase at Staples® stores

▲ Available for express printing via Print & Marketing Services

KEEP YOUR COMMUNITY INFORMED

Update your digital presence with reopening date, hours, changes in operations, contactless options and COVID-19 response:

- Social media pages
- Website
- Google My Business listing

Let your customers know you're open and operational:

- Open signs (outdoor A-frame, in-store banners, window posters) ●▲
- Social media reopening announcement with a welcome back offer
- Virtual "re-ribbon cutting"
- Direct mail campaign ●
- Email with updates to operations, social distancing measures and cleaning protocol
- Video walk-through of new ordering processes. [See example](#)

Use professionally designed signs to effectively communicate safety measures:

- Capacity and hours of operation ●▲
- Face covering and social distancing ●▲
- CDC mandates ●▲
- Increased cleaning and sanitation requirements ●▲
- Shipping/return policies ●▲

Encourage trial and repurchase:

- Printed promotions via signs, posters and banners ●▲
- Digital promotions via email and social
- Loyalty and appointment cards ●▲

Conduct customer and staff appreciation efforts:

- Appreciation outing for your teams
- Welcome back gifts
- Appreciation social posts
- Thank you card included with purchase ●
- Customer feedback survey

STAY INFORMED AND UP TO DATE

- [CDC guidelines](#)
- [Reopening regulations by state](#)
- [National Restaurant Association regulations](#)
- [Free marketing, legal and tax consultations](#)

Visit your local Staples store or explore all COVID-19 signage templates [here](#).