

TURNING THE SIGN

BACK-TO-BUSINESS CHECKLIST



GET REOPEN READY

Reevaluate your workspace for compliancy:

- Educate yourself on federal and local guidelines
- Start conversations with vendors and suppliers
- Check heating, air ventilation, structural, water, and mechanical systems
- Confirm your business is legally allowed to reopen

Prepare for new restrictions and regulations:

- Move furniture and staff stations 6 feet apart
- Professionally disinfect, sanitize and deep clean
- Add 1-on-1 appointment capabilities
- Stock "grab and go" services at minimum required levels by state
- Discard out-of-date food items
- Place in-store social distancing floor decals ●
- Set up protective checkout barriers ●
- Highlight safety asks for guests using signage ▲
(i.e., Do Not Enter, No Public Restrooms, Please Wear a Face Covering)

Enable safer business processes:

- Touch-free point-of-sale systems
- Designated curbside and in-store pickup areas
- SMS confirmations and updates
- One-time-use or laminated menus and service listings
- Virtual tours via Google 360
- Digital ordering and eSignature capabilities
- Employee safety notices in breakroom, restrooms and common areas

Set up an outdoor space, if applicable:

- Folding tables ●
- Chalk ●
- Pop-up tents
- Traffic cones ●
- Window markers ●
- Colored duct tape for outdoor entrance queue ●
- [Rethinking Main Street](#) ■

Ensure adequate supplies to support healthy hygiene practices:

- Disinfectant wipes and sprays ●
- Hand sanitizer ●
- Disposable plates, cups and cutlery ●
- Touchless soap dispensers
- Trash bags ●
- Gloves ●
- Face masks ●
- Tissues ●
- Thermometers ●
- Cleaning buckets ●

- Available for purchase at Staples® stores
- ▲ Available for express printing via Print & Marketing Services
- Articles and resources

Train and update your staff on new policies and regulations:

- Establish cleaning schedules
- Update payroll system
- Prohibit cellphone use
- Updated sick leave and time off policy ●▲
- New staff break area rules
- Collect Customer Feedback
- Adjust staff scheduling strategy
- Update employee handbook
- Face covering & glove requirements
- Establish a start-of-shift Employee Wellness Questionnaire ([See ours](#)) ■

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:

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

Use signage to effectively communicate safety measures:

- Capacity and hours of operation ●▲
- Face covering and social distancing ●▲
- CDC mandates ●▲
- Shipping/return policies ●▲
- One-way floor decals ●▲
- Hand sanitizer station ●▲
- "No public restrooms" ●▲
- "Restroom not in use" ●▲
- "Credit or mobile pay only" ●▲
- "If you are sick please do not enter" ●▲

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](#)
- [OSHA guidelines](#)
- [National Restaurant Association regulations](#)
- [Free marketing, legal and tax consultations](#)

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