

# Back to Retail

Retail Comeback Solutions for  
the Next Normal

**Sir Speedy**<sup>®</sup>

**PRINT | SIGNS | MARKETING**



## Grand Re-Opening for the next normal

### 1 | BANNERS & SOFT SIGNAGE

Communicate messages effectively and prominently to customers. Let them know you are open for business and a safe place to patronize.

- Use durable outdoor banners to announce your opening
- Yard signs to placed in the neighborhood; “We’re Now Open” and “Support Your Local Businesses”
- Place teardrop sail signs strategically to grab attention

### 2 | WINDOW DECALS

Announce your re-opening and safety policies clearly as your customers enter your business.

- Adding updated store hours and occupancy requirements to your front window, let customers know from a distance of your policies.
- Place a “Face Masks Required” decal on the front door
- Large scale window decals: “Lobby Now Open”

### 3 | CONVERTIBLE SIGNAGE

Easily direct and inform customers of your business operating protocol.

- Place A-frame signs to signify pick-up parking. The message graphic can be easily replaced as your needs change
- Add posters in a synthetic stock to the window to indicate capacity. One side: “At Capacity, Please Wait for Entry” The other side: “Please Come In”

## CUSTOMER & EMPLOYEE SAFETY

### GROUND STENCILS

A low-cost ways to encourage social distancing.



- Use to create queue waiting spaces outside
- Made of durable plastic
- Use pre-designed templates or be creative and design your own

### CLOTH FACE MASKS

Supply your employees with face masks to promote their safety as well as your customer’s.



- Pleated cotton cloth masks
- Elastic loops around ears
- Washable material allows for re-use, reducing waste

### MASK HOOKS

Offer to your customers and employees to keep their masks secure and off their ears.



- Can be customized with your brand colors and logo
- Disposable and sanitary
- Heavy duty paper can be recycled



**Come in and SHOP** Promote safety and comfort as customers embrace the **next normal** with you

#### 4 | SOCIAL DISTANCING FLOOR DECALS

Durable floor decals can be created in a standard design or create your own. They are durable and washable for extended use but can be easily removed.

- Add one-way indicators on the floor to direct traffic flow and decrease customer interactions
- Place queue line spacers near the check-out

#### 5 | WALL DECALS

Opaque decals printed in full color let you keep your branding and still effectively convey your message.

- Add store protocol reminders on the wall along with your branded marketing images

#### 6 | BANNER STANDS

Economical and movable, these retractable banners are a great way to adjust your messaging to the changing environment and prepare for future promotions.

- Welcome customers back with a cheerful slogan or message of thanks
- Update regularly with most recent sales and offers

#### 7 | TABLE TENTS AND BADGES

Available in full color, spot color or engraved, these table tents and badges will hold up to multiple cleanings and can be placed in small spaces.

- Show customers your dedication to their safety with table tents. "We clean the dressing rooms after each customer use"
- Magnetic badges for employees, stay put and are easy to disinfect

### AT THE CHECKOUT

#### ACRYLIC PARTITIONS



- Adds protection between the customer and employee
- Available with slot/bent bottom, even custom sizes
- Easy to sanitize
- Add a decal with branding

#### MARKETING MATERIALS



- Place rack cards on the counter with website details and curbside pick-up instructions
- Include a note card in the bag with a special offer
- Offer branded pens to customers after use

#### LABELS



- Add to shopping bags or use as package seals
- Available in full color, spot color or jazz them up with foil stock and embossing

# OPEN FOR BUSINESS

## Product Listing

### Large-Scale Signage

Product	Description	Popular Sizes	Typical Quantities
Window Decals	Translucent and Repositionable, Full Color, Easy Application and Removal, Multiple Sizes	8.5" x 11" to 24" x 36"	1 - 500+
Durable Outdoor Banners	Durable Vinyl and Mesh, Full Color, Grommets Included	6.5', 9.5' or 13'	1 - 1,500+
Sail Sign	Full Color, Super Poly Knit Fabric with Pole Pocket Includes Carbon Composite Pole and Choice of Base	24" x 48"	1 - 100+
A-Frame	Replaceable Graphics Available	28" x 22"	1 - 500+
Yard Signs	Plastic Graphic with Metal H-Stake, Replaceable Graphic	18" x 24"	1 - 2,000+
Banner Stands	Replaceable Graphics, Mobile Units	33" or 48" Height	1 - 250+
Floor Decals	Circles, Squares, Rectangles, Arrows, Custom Shapes	12" diameter, 24" x 36" and 6" x 24"	1 - 1,000
Wall & Door Decals	Opaque and Repositionable, Full Color, Easy Application and Removal, Multiple Sizes	8.5" x 11" to 24" x 36"	1 - 500+

### Small Scale Messaging

Product	Description	Popular Sizes	Typical Quantities
Name Badges	Digital Full Color or Engraved, Add a Magnetic Back for Secure Fastening	Various Shapes and Sizes Available	1 - 100+
Posters	Washable Synthetic, Full Color, Vertical or Horizontal Multiple Sizes available	12" x 18" to 19" x 27"	5 - 5,000+
Note Cards	Full or Spot Color, Multiple Stocks Available	4 sizes	25 - 5,000
Rack Cards	Full Color, Double or Single Sided, Variable Text Options	3 1/2" x 8 1/2"	50 - 1,000+
Labels, 24-Hour FasTurn	Full Color, One-Color, Foil or Embossed	1/2" x 1" to 5" x 7"	250 - 10,000+
Table Tents	Digital Full Color or Engraved	6" x 4"	1-1,000

### Specialty Products

Product	Description	Popular Sizes	Typical Quantities
Face Masks	Pleated, Washable Cotton Cloth	Standard	10 - 1000
Disposable Masks Hooks	16 pt. Stock, Available Blank or Full Color Printed	8.25" x 2.25"	250 - 10,000
Ground Stencils	Plastic Stencils, Templates Available or Custom Designs	26" x 19"	1 - 200
Acrylic Partitions	Bent Foot or Slot Foot (custom sizes available upon request)	30" x 36"	3 - 50+
Pens	Resume Stylus Pen	4 colors available	150 - 10,000



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