

kdm.

QSR - Fast Casual

Yes, We Are Open

Blueprint for Success

Your in-store marketing
supply chain partner



Safely Open for Business: The Importance of Retail Signage + Social Distancing Solutions During and After COVID-19

As states begin to ease the restrictions placed on businesses during the COVID-19 crisis, responding to the social distancing rules in place while attracting customers can be a challenge. Before reopening, your business will need effective ways to communicate safety to your customers and employees. QSR – Fast Casual establishments in particular will need to advertise new hours, pickup and delivery rules, and are expected to guide customers safely and efficiently through the purchasing process in store — all of which will require effective signage and more.

Communicating Safety

Retailers and restaurateurs have taken extraordinary steps to protect employees and help ensure customers are acting responsibly according to CDC recommendations for social distancing. Directional signage, PA announcements, floor decals and other metering techniques are being implemented with safety as the primary focus. “Clean Cart” protocols, gloves, masks, modified hours and “no contact” shopping options are quickly becoming the norm. Some of the most important messages that need to be conveyed on signage include:

- Shopping online
- Designated seating
- Social distancing (6’ rule)
- Meal ordering instructions
- Hours of operation or closures
- CDC guidelines and local laws
- Number of customers allowed inside
- Where to stand and aisle directionals
- Curbside pickup, drive thru or delivery
- Reminders to wash hands; wear masks

When maintaining six feet of distance is not possible (ex.: checkout counters and drive-thru windows), the retail and restaurant industry have turned to partitions and barriers to ensure safety for their customers and employees. From DIY pop-up countertop sneeze guards to semi-permanent plexiglass barriers with pass-through windows — retailers and restaurants have a variety of options to choose from during this critical time.

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Dining with Distance

While grocery stores and other big box retailers have already modified their in-store environments to be compliant with social distancing recommendations, restaurants will soon have to follow suit. We anticipate curbside pickup and delivery options continuing to remain popular, even as dining rooms start to slowly open up. Once restrictions are lifted and customers begin to feel comfortable eating out, modifications will be needed to ensure social distancing guidelines are met. Some of the most notable changes diners can expect include:

- Menu-less ordering
- Limited seating capacity
- Condiments available by request
- Enhanced sanitary measures and personal hygiene
- Partitions for counters, host stands, booths and tables
- Text notifications to minimize face-to-face host interactions

The New Normal

As stores and restaurants reopen, providing customers a sense of reassurance will be key. As new shopping habits are created and businesses adapt to meet customer needs and public health requirements, this is an opportunity for your brand to express gratitude and empathy. Something as simple as thanking customers for their business will leave a lasting impression. As a thank you to our QSR customers, we're offering a downloadable Blueprint for Success that demonstrates easy solutions to assist with your COVID-19 compliance efforts. Review all of our retail social distancing solutions — including print, partitions and barriers — all designed to mitigate risk during these uncertain times.

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Exterior Signage Solutions

Communicate your curbside pickup, app ordering, drive-thru and dining room services with signage that signifies that your business is open and following the recommended CDC social distancing guidelines.

- Feather Flag
- Banner
- Yard Sign
- A-Frame Banner
- Window Cling
- Pop Up Canopy



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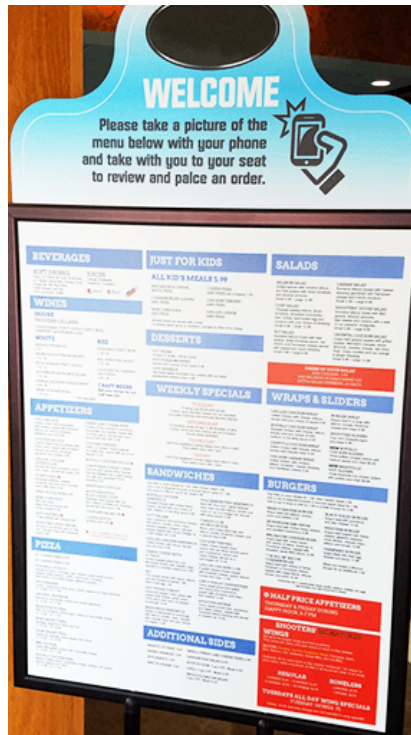
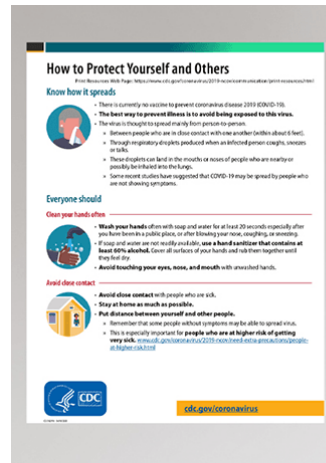
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Reinforce your location with social distancing safety practices with our high-quality print solutions. Create signage for menu-less ordering options, limiting seating capacity table tents, health promoting delivery stickers and sales promoting coupons.

- Table Tent
- Floor Poster Stand
- Poster
- Retractable Banner
- Menu Coasters
- Coupons
- Food Delivery Stickers



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Safety Partitions + Barriers

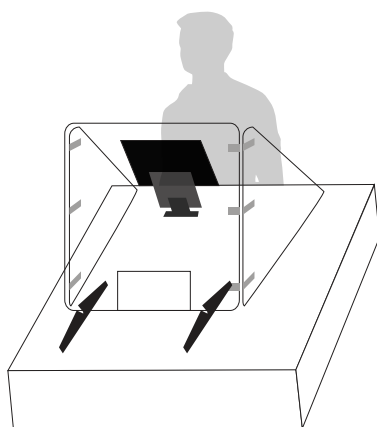
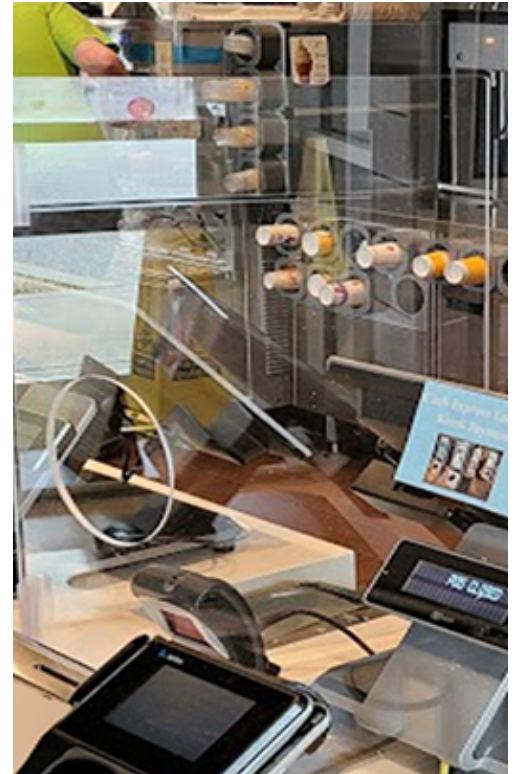
KDM's protective Partitions and Barriers will help customers and workers maintain more separation for their safety. Countertop and window solutions include a crystal clear acrylic barrier with solid or convenient pass-through window options that can be quickly assembled and installed by store personnel.

High-Traffic Areas:

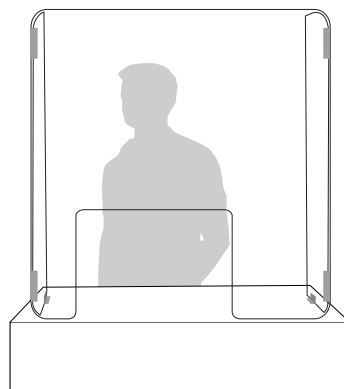
- Drive - thru cash and pickup windows
- Checkout register and cash wraps
- Interior pass-through
- Dining room

Customize with a solid acrylic fixed front or adjustable opening:

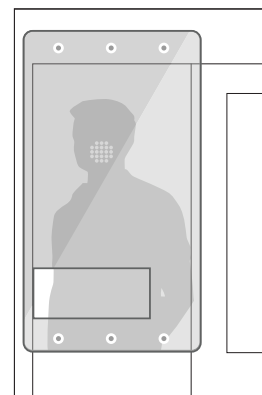
- High clarity
- Convenient pass-through window
- Optional wing barriers
- Easy to clean
- Customizable to fit any counter/window
- Audible holes for two-way communication
- Temporary or permanent mounting options
- Quick assembly and installation



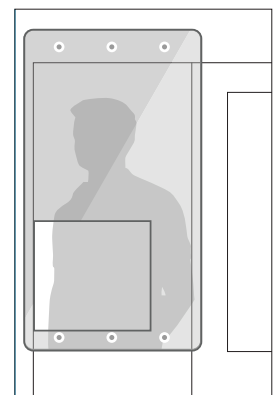
Checkout Register



Interior Pass-Through



Cash Window



Pickup Window

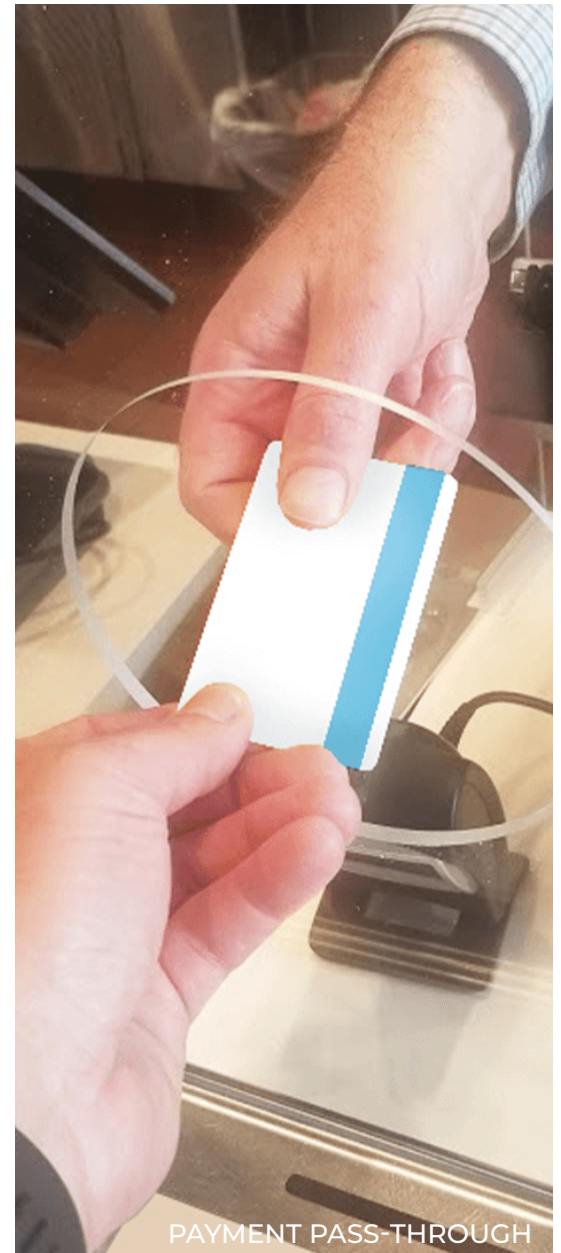
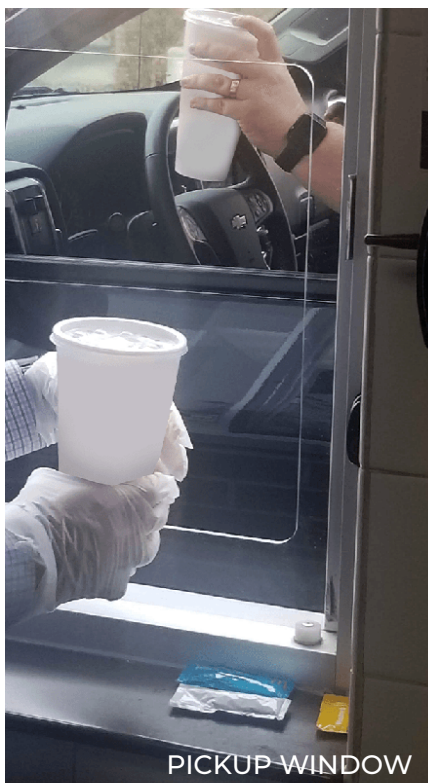
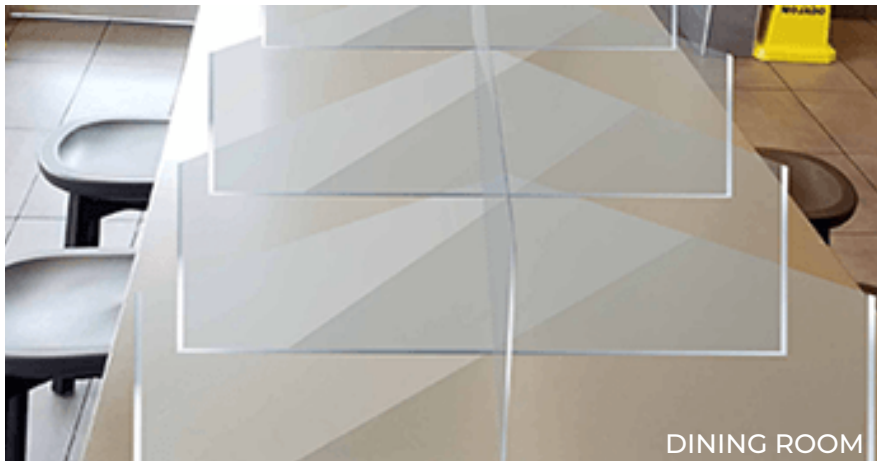
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Enforce safe practices by checking new guests' temperatures with infrared forehead thermometer and by supplying extra sanitation products throughout your location.

- Hand Sanitizer Stand
- Digital Hand Sanitizer Dispenser
- Infrared Forehead Thermometer

Provide employees with a customizable Welcome Back Kit featuring essential personal protective equipment:

- Welcome Back PPE Kit
- Branded Personal Hand Sanitizer
- Branded Face Masks
- Sanitary No-Touch Key
- Disposable Hand Wipes



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