



▲ Hemlock Print Resources for Re-Opening

We know that clear, concise communication is important to keep visitors and staff safe. It is also a crucial part of this re-opening stage and to connect with your customers.

We have compiled a resource kit of important print communication tools to inspire you and to plan your next steps. We are here to help support your business with its new and continued needs.

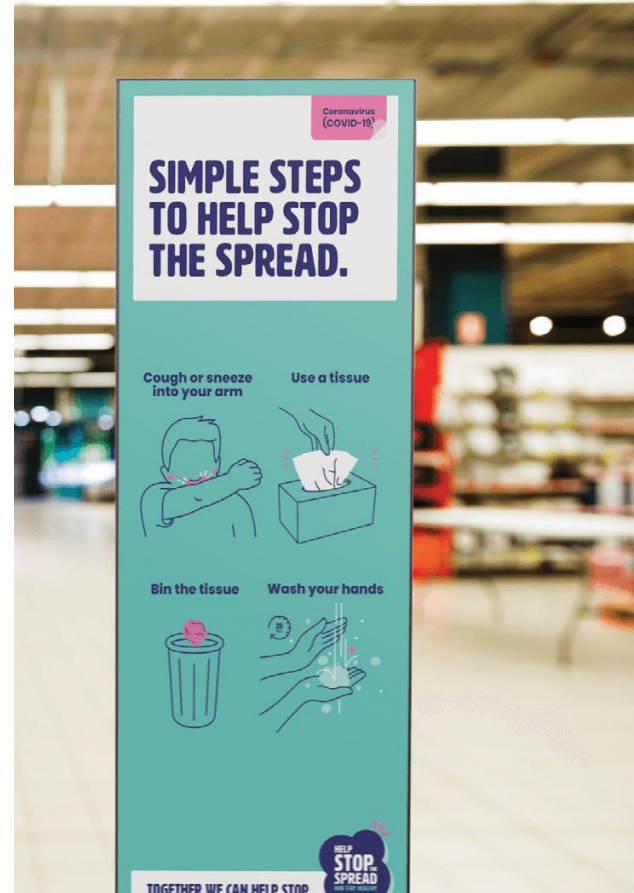




# BANNERS

Indoor or outdoor banners make a big statement. They enable your message to be seen at great distances while promoting your brand and message.

- Vinyl Banners
- Pop-Up banners
- Mesh Banners



# WINDOW GRAPHICS

Window graphics are an effective marketing tool to help promote branded messaging as well as new store hours, policies and procedures in relation to COVID-19 and physical distancing measures.

- **Cut Lettering**
- **Window Cling**
- **Removable Vinyl**



# FLOOR GRAPHICS

Floor graphics are an essential part of safe physical distancing. Temporary floor graphics are safe to apply and remove, but durable enough for up to 3 to 12 months depending on surface.





# DIRECTIONAL SIGNAGE

With the need for all retail locations to adhere to physical distancing, directional signage makes it easier for customers to practice it safely.

- **Hanging Banners**
- **Floor Decals**
- **Counter Cards**
- **Pop-Up Banners**
- **Posters**
- **Sandwich Boards**



# POSTERS

Clear visuals can ensure your message will be seen and understood. Posters are a great way to communicate information to your clients and coworkers.

- Paper Signage
- Corrugated Plastic Signage
- COVID-19 Workplace Posters



# SIDEWALK SIGNS

Drive business inside your store by using sidewalk signs. Or, if you offer curbside pick-up, these are a great solution to indicate where customers can pick-up their items.

- **Sandwich Boards**
- **Banners**
- **Aluminum Signs**
- **Posters**





# POINT-OF-PURCHASE

Point-of-Purchase (POP) signage is a great way to remind customers to keep a safe distance from your staff when purchasing their products. Whether it is new credit-only policies, cleaning protocols or a physical distancing reminder, POP signage is an effective and necessary step to take for all retail locations.

- **Paper Signage**
- **Counter Cards**
- **Removable Vinyl**
- **Posters**



# DIRECT MAIL

Direct mail is a safe and effective way to communicate with both customers and prospects. With the increase in email marketing, physical, personalized mail comes across as more genuine and leaves a lasting impression.

- **Let people know you are open for business**
- **Promote any new services or policies**
- **Drive sales into your store with promotional codes on your DM pieces**

