

The Perfect Arsenal of Products for Business Communication During a Pandemic

Ariva

Ariva can provide you with a multitude of products and substrates for your specific communication needs. Below are our top 5 categories of products that will help you communicate to your customers, employees and visitors during this uncertain time.

COVID-19 has forced Canadian businesses to make changes to their practices over the past few months. Many of those changes were precisely in the methods of communication throughout organizations and between businesses and their customers. Whether your company is essential and has not been highly impacted or is consistently making changes in phases, every employee has witnessed the implementation of new messaging in response to the current pandemic. With talks of the economy slowly reopening, it will be important for companies to keep the lines of communication open. What is certain is that it will take a while for things to get back to normal, so having a plan in place is crucial. Making sure your message reaches your customer quickly and effectively can be a determining factor to your success. Ariva can provide you with a multitude of products and substrates for your specific communication needs. Below are our top 5 categories of products that will help you communicate to your customers, employees and visitors during this uncertain time.

1. Banner stands



Banner stands are great for communicating social distancing practice, promotional offers, and letting the world know your business is open/opening. Two great banner stand options are our Sapphire and Solitaire stands (displayed). Both are heavy-duty sidewalk banners and are ideal for outdoor conditions. Sapphire (left) has a fillable base and is perfect for a high-traffic areas like supermarkets and transportation hubs while Solitaire (right) is an aluminum display with front-loading snap frames and is perfect for short-term use. For a complete list of our banner stands [click here](#) to see our sign and display catalogue.

2. Repositionable Signage



Repositionable signage can be used virtually anywhere and is a great tool for communicating to customers and employees in indoor and outdoor scenarios. Our repositionable woven fabric is durable, tear-resistant, waterproof and can be sanitized without disintegrating. It is a more durable alternative to vinyl wall graphics because it won't stretch or degrade when exposed to sunlight or cleaning products. The adhesive will stick to any surface and can be repositioned over and over again.

It's even more flexible than a magnet!

3. Outdoor Ground Signage



Ariva's wide format StreetTRAX substrate is perfect for concrete sidewalks and asphalt - pavement. With consumers looking down at their smart phones, concrete sidewalks and asphalt driveways should be used to communicate your message. Adding gentle reminders to maintain safe spacing from one another or curbside pickup is also effective. This product does not require overlaminates and has a non-skid printable clear aggregate that allows for amazingly clean lines and crisp images. It has an outdoor application life of up to 3 months.

4. Indoor Signage



Whether it's for advertising, wayfinding or physical distancing reminders, this high quality, budget-friendly, all-in-one floor graphic film is engineered for high-traffic indoor applications. No over-laminate is required! Its bond is aggressive to withstand heavy traffic and will not break down prematurely like rubber-based adhesives but can be removed with moderate effort when required. Not only for floors. Use Tasque from Ariva on tabletops and counters too!

5. Face Protection



Employees who are currently working and those heading back to work may require face masks or face shields. Ariva offers CE certified & disposable surgical masks, K-95 masks and shields.

For more ways you can equip yourself for a great communication strategy in response to COVID-19, contact our team today!

