

# SALON REOPENING TOOLKIT

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# SALON TOOLKIT INTRODUCTION

As a design and production agency specialized in events services in the professional and consumer beauty industries, we have utilized our creative team, experience and knowledge to compile this salon “tool kit” which includes recommendations and resources focused on hygiene and client safety for when salons start to open back up. While we understand that salons such as yours have been greatly affected by the virus and it’s taken a toll on our global economy, we simply hope to be a means of information for you and your staff during this time, and if you should want to discuss any of the recommendations and offerings further, we are here to bring your vision to life.

*“The health and well-being of both the professional salon industry and its clientele is a top priority, and the best way to help ensure that is to practice great salon and personal hygiene always -- not just during this public health emergency, but always. It’s all there to ensure that the health and safety of everyone in the salon environment and their public customers are protected.” - Steve Sleeper, PBA Executive Director*



# SALON RECOMMENDATIONS

**During this pandemic and public emergency, the health and wellbeing of those in the professional salon industry and its clientele are a top priority. Here are some recommendations that salon professionals can consider to help prevent the spread of COVID-19:**

- **Disinfection:** Provide Barbicide® or EPA disinfectant wipes, liquid disinfectant containers, and Barbicide® concentrate/or EPA approved disinfectant for disinfecting technical implements and work areas.
- **Wash Your Hands:** Salon professionals should wash their hands before and after every client with soap and water for at least 20 seconds.
- **Stay Home:** Offer a complimentary cancellation policy to your clients should they feel the need to cancel their appointment and consider a “no walk-in” policy
- **Stay Stocked:** Ensure that all sinks in the workplace have antibacterial soap available and paper towels.
- **Signage and Communication:** Post signage throughout your salon of hygiene standards during this time. Remind your clients to continue to wash their hands, use sanitizer, cover coughs and sneezes, and to keep social distancing. Posting signage will be a great way to not only remind your clients to continue following health guidelines and recommendations, but also ensure them how you and your salon are doing so.
- **Protect Your Staff:** Personal protective gear such as gloves, gowns, drapes, linens and eye coverings should be changed between each client. These used items should be cleaned and disinfected or discarded in a closed container.

*Salon/shop owners and managers should refer to the OSHA “Guidance on Preparing Workplaces for COVID-19” as a guide for reopening and continue to monitor CDC recommendations as they continue to change.*



# SOCIAL DISTANCING TIPS

**While you probably have missed your clients and co-workers a great deal during Quarantine, please keep the following in mind to refrain from spreading any germs:**

- **Limit People in the Salon:** Salons should try to see clients by appointment only, while limiting the number of patrons in the waiting area. It is recommended that clients wait outside the salon until the cosmetologist or barber is ready to serve them. Consider setting up a pop up tent structure outside your salon for patrons to wait (if you have the space available).
- **Spacing within the Salon:** Spacing between persons in the salon should be at least six feet, except when staff are servicing clients. Salons should consider divider barrier walls between stations and divider shields at the reception area.
- **Retail/Reception Area:** The use of credit/debit transactions is preferred, using touch/swipe/no signature technology. Clean and disinfect all retail areas, daily, including products. Try to avoid client touching products that they don't plan to purchase.
- **Communicate your Procedures:** Consider floor stickers and signage that provide guidance for social distance measures. Ensure placement of visible and appropriate signage to communicate thorough sanitation procedures are in place.

The background is a solid light blue color. In the top-left corner, there are several overlapping, semi-transparent white geometric shapes, including rectangles and triangles, some of which are slightly rotated. A similar set of overlapping, semi-transparent white geometric shapes is located in the bottom-right corner.

# **Barrier Walls and Tabletop Options**

# Barrier Walls


- Consider these your “walls on wheels” which separate styling and shampoo stations
- Walls can travel with you between stations as you are providing services to maintain social distancing
- Opaque inserts create a more private experience, while the plexi “window like” panels offer a more open aesthetic. It is up to the salon to decide which option meets their needs best! Each option can be branded with custom graphics, and both are hard surfaces able to be disinfected
- Include slatwalls for merchandising or extra storage



# Table Top Sneeze Guards

- Plexiglass Sneeze Guards are being installed everywhere including grocery stores, retail outlets and now, salons
- These plexiglass sneeze guard partitions are intended to keep your clients safe by blocking airborne particles expelled during sneezes, coughs and verbal communication
- Custom size slot openings can be added to the base to allow for the exchange of product, payment methods, and receipts



The image features a solid blue background. In the top-left and bottom-right corners, there are decorative elements consisting of several overlapping, thin white lines forming various geometric shapes, including rectangles and triangles, some of which are slightly offset from each other, creating a layered effect.

# **Signage & Graphics**





WELCOME  
BACK, WE  
MISSED  
*you*

## KFCI Graphic Design Services

- Print inspirational/positive vinyl quotes for walls
- Update salon menus, table tents
- Create printed banner stands: For example, a double-sided “We miss you” banner for the windows with “We’re Open!” on the other side to utilize before and after re-opening
- Consider adding floor stickers and printed signage to communicate social distance measures throughout the salon.



# Signage/Misc. Updates

- Create new signage for outdoor logo or reception area
- Replace reception desk/desk signage with modern updates
- Consider updating your salon aesthetic with raised letters, a lightbox, wallpaper decals or die cut vinyl
- Add a fresh coat of paint to the walls
- Update lighting structures
- Replace old ceiling tiles







# Social Distancing your Existing Space

- Think about using an outdoor pop-up tent or portable RV/Trailer for clients who are immunocompromised (clients who may not be able to enter a public salon due to a pre-existing condition could have a separate area that they can get their hair/service done)
- Utilize pop-up tents to create an outdoor waiting or lounge area depending on how much space you have available. This will help you create social distancing in the areas that clients typically congregate close to one another



The background features a solid light blue color. In the top-left and bottom-right corners, there are decorative elements consisting of several overlapping, semi-transparent white geometric shapes, primarily triangles and quadrilaterals, creating a layered effect.

# Portable Options

# Portable Hygiene Stations



Hygiene station kit A  
retractable bannerstand - 31.5" x 79" with  
graphic  
hard case counter



Hygiene station kit B  
retractable bannerstand - 31.5" x 79" with  
graphic



Hygiene station kit C  
1' x 2' wall frame SEG Fabric graphic

The background is a solid light blue color. In the top-left corner, there are several overlapping, semi-transparent white geometric shapes, including rectangles and triangles, some of which are slightly rotated. A similar set of overlapping white geometric shapes is located in the bottom-right corner. The text 'Essential Extras' is centered in the upper half of the page.

# Essential Extras

# Signage & Graphics

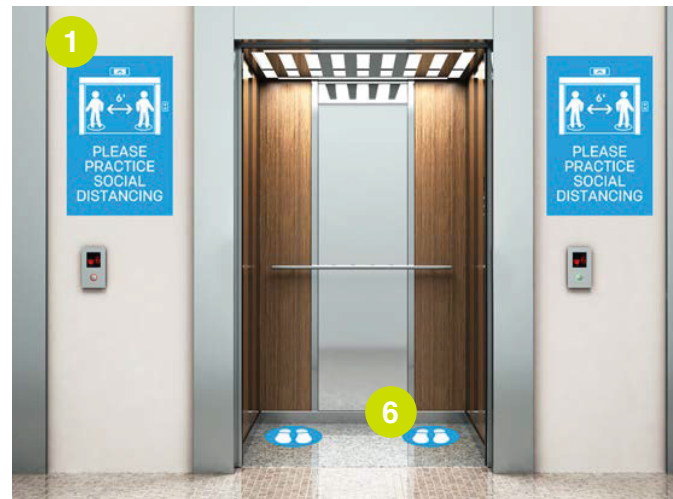
We have a variety of designs, styles and messages, available in a wide variety of products.

All signage can be customized with your logo.

Signage can enable you to protect your business, employees and customers, while maintaining a cohesive, professional look.



- 1 Poster or Decal
- 2 Silver Snap A-Frame
- 3 Retractable Banner Stand
- 4 Snap Frame
- 5 Removable Decal
- 6 Floor Decals





# Masks

Katherine Frank Creative can help you source the following masks based off your needs:

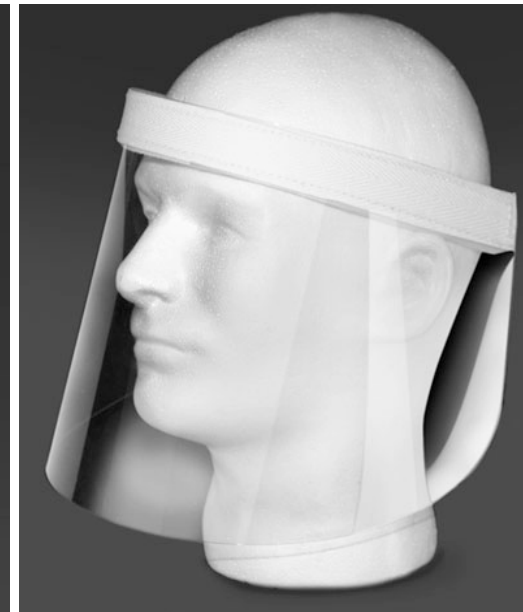
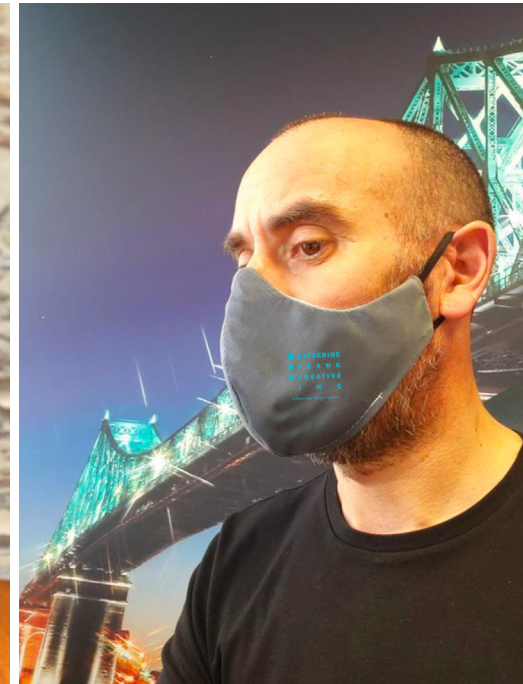
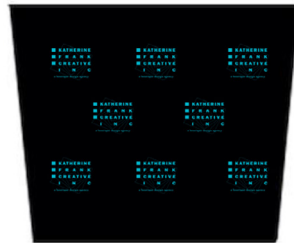
**Cloth Pocket Masks**  
Solid Colors & Standard Patterns. Custom print or branding available.  
Min QTY = 50

**Cloth Premium Masks**  
Solid Colors & Standard Patterns. Custom print or branding available.  
Min QTY = 50

**Face Shields**  
Clear, lightweight plastic covers the entire face and ears. Two options available: with or without ear covering. 1/2-inch-thick foam for a comfortable fit to the forehead. Vinyl strap with Velcro tabs for sizing adjustments. Does not contain latex. Has not been ANSI rated  
Min QTY = 100

**KN95 Masks**  
Boxes of 10

**Disposable Surgical Masks**  
Boxes of 50



# Hand Sanitizer

To make more Hand Sanitizer available to those who need it, KFCI has partnered with prime manufacturers offering luxury packaging for Hand Sanitizer production. The manufacturing facility is an approved / designated facility by the FDA to manufacture this hand disinfecting product.

Disinfects (70% alcohol) while moisturizes, leaving hands feeling refreshed. Airless Pump packaging ensures one pump will supply the perfect amount of product needed for each use, allowing for zero waste. Premium pump allows for convenient, one-touch use - meaning less hands on the bottle for extra sanitary precaution.

2oz packaging available in case of 60pcs

4.4oz packaging available in case of 12pcs







It's important to continue to follow federal, state, tribal, territorial, and local guidance for reopening America. Check this resource for updates on COVID-19. This will help you change your plan when situations are updated.

Please find some helpful resource sites for additional recommendations/regulations below:

[CDC Recommendations Cleaning and Disinfecting Public Spaces](#)  
[Become Barbicide Certified Today](#)

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