



The health and safety of our customers and employees are our top priorities. As we continue to closely monitor the Coronavirus (COVID-19), we are taking action based on guidance from public health officials and government agencies, including the Center of Disease Control and the World Health Organization.

The long-term impact of the virus still has yet to be seen. Our teams are working tirelessly to manage this situation, while also understanding the human aspect and having compassion for those who have been directly impacted by the virus.

With that in mind, we are taking our sales team off the road. But they are, as always, available to assist you with any needs you may have. Additionally, our distribution centers, call centers and inside sales teams are operating under a “business as usual” model. The outbreak of the Coronavirus has more people working from a virtual office so it’s important to stay connected. We strongly encourage you to use alphabroder’s digital assets and other resources for self-service selling. These tools, tips and tricks will help you successfully maintain productivity while working remotely.

We very much appreciate your business and support.

A handwritten signature in black ink, appearing to read 'Norm Hullinger'.

Norm Hullinger
CEO, alphabroder|Prime Line®

A handwritten signature in black ink, appearing to read 'Dan Pantano'.

Dan Pantano
President, alphabroder

A handwritten signature in black ink, appearing to read 'Jeff Lederer'.

Jeff Lederer
President, Prime Line®

alphabroder's WORK FROM HOME TOOLKIT:



Stick to Your Morning Routine

Try to complete your normal morning tasks while you're at home. Make sure to get dressed as you normally would to go to the office. What else in your morning routine indicates that you are about to go to work? It might be having a cup of coffee or stretching. Whatever it is, keep doing it even when your office is your home.



Maintain Regular Hours

Set a schedule & stick to it. This will also help you to maintain a work-life balance while being at home.



Take Breaks

Make sure to still take time away from your screen while you are at home to avoid burnout. Remember to take a lunch break, and stay hydrated.



Choose a Dedicated Office Space

Not everyone has an office space in their home, but try to dedicate a small desk or table to be your work space. Try to steer clear of spaces in your home that are associated with leisure time, like your bed or the couch.



Set Some WFH Rules

If you will not be home alone, make sure to set some ground rules with whomever you are sharing your space. Make sure that spouses/children/roommates know that even though you are home, you are working and need to be productive.



Stay Connected

Working remotely will require you to over-communicate with your co-workers. Make sure to stay in contact and schedule video calls when needed. There are a ton of programs available that will help you stay in touch.

Here are a list of programs:



Microsoft Teams

<https://teams.microsoft.com/start>



Webex

<https://www.webex.com/>



Google Hangouts

<https://hangouts.google.com/>



Skype

<https://www.skype.com/en/>



Zoom

<https://zoom.us/>

TOOLS FOR WORKING FROM HOME:

digital lounge.

The digital lounge provides easy to use “grab n go” content perfect for sharing with Customers.

The Lounge features:

- Unbranded, educational videos focused on top trending products ready for sharing

- Social Media Posts to go that are pre-sized with suggested hashtags and captions to help easily navigate social media

- Interactive Flyers and Presentations with quick clicks to change colors; styles and imagery to give Customer presentation that something extra

- Plus, access to our new Image Download library featuring new angles and off model shots so you never have to go searching again

Also, features The Brand Collection with over 500 pieces of digital content from top brands

<https://www.alphabroder.com/digital-lounge>

Sample Program

alphabroder’s Sample Program is a great way to get apparel directly into Customer’s hands.

Samples are the most effective way to sell product. Our program provides a 50% discount on the following brands:



with 25% off all other brands.

E-books and Catalogs

We have a robust offering of e-books and catalogs making it easy to download and share via email when you can’t visit that customer. Every book or catalog that alphabroder produces is housed in one convenient spot and in most cases allows for customization.



<https://www.alphabroder.com/catalogs>

TOOLS FOR WORKING FROM HOME:



Creating a Virtual

The Design Studio housed on [alphabroder.com](http://www.alphabroder.com) is a great tool to create product virtuals. With over 12000+ designs and clip art plus the ability to upload a Customer's logo, the tool allows you to show exactly what a finished product can look like—virtually

<https://www.alphabroder.com/design-studio>

*must be logged in



The TM Studios section of [alphabroder.com](http://www.alphabroder.com) provides a library of marketing collateral with just one click and gives you the support you need to help impress your Customers. With pre-populated flyers and presentation decks in key verticals like Hospitality, Corporate, Education, Healthcare, Workwear and Special Events you can easily download and send to any Customer with ease.

<https://www.alphabroder.com/tmstudios>