

*May also be used as a presentation to local government officials*

Dear [NAME]:

We learned a lot during the first few months of the COVID-19 crisis. We learned new ways to work, shop, hold meetings and interact with others. We learned how to wear masks and when to wear gloves and other protective equipment. We learned to ramp up aggressive cleaning and sanitation schedules and to screen for COVID-19 symptoms.

Together, as a community, we learned that containment measures are sometimes necessary. But when containment results in economic shutdown, the cost – measured in lost jobs, lost income, lost tax revenue and massive expenditures at all levels of government – can be crippling.

We learned the most important aspect of operating a business during a health pandemic is operating *safely* – not meeting an arbitrary definition of “essential.” *Every* business is essential to those whose livelihoods depend on it.

Acting on what we have learned, members of the U.S. home furnishings industry have formed an **Alliance4Safety** to ensure that our employees, service providers, vendors and customers are kept safe as we work through COVID-19 and any future health crisis in our nation. Taking guidance from the Centers for Disease Control, Small Business Association, industry consultants and a broad range of home furnishings businesses, we compiled examples of health and safety best practices designed to keep the people who depend on our industry:

- Safe at the factory door;
- Safe on the factory floor;
- Safe in the store; and,
- Safe at the customer’s home.

Alliance4Safety recommends following all federal, state and local government guidelines but offers suggestions for companies that wish to exceed those guidelines. The examples include health screening practices; recommended personal protection including masks, gloves, shoe coverings, hand washing and hand sanitizing; social distancing parameters; protocols for aggressive cleaning and sanitizing of surfaces with special emphasis on shared items and surfaces; and checklists and signage to support effective implementation of these practices.

While many of these practices are new, it is important to note that safety has long been a daily priority for manufacturers, retailers and delivery personnel in our industry. Health and safety is a mission critical aspect of our industry, which revolves around products on which Americans sit, sleep, work, eat and lounge every day.

For details regarding Alliance4Safety practices – and how they are applied at the factory door, on the factory floor, in the store and at the customer’s home – please visit [Alliance4Safety.org](http://Alliance4Safety.org), or get in touch with me via [xxx.xxx.xxxx or email@address]. I will be happy to discuss the ways we are working to keep our community safe and to answer any questions you may have.

I look forward to working with you in the coming months to preserve and secure our community’s physical and economic health.

Sincerely,

-Name-Title-

-Company-