



INTERNATIONAL SIGN ASSOCIATION

SIGN, GRAPHICS AND VISUAL COMMUNICATIONS INDUSTRY

2016 PULSE

THE DIRECT EXPERIENCES of professionals in sign, graphics and visual communications gives us a glimpse into where the industry is headed. Gathering input from a range of key players (61% sign companies, 20.7% suppliers/distributors and 16.5% other) from April–July 2016, the International Sign Association (ISA) synthesized this input to better grasp the issues that are affecting the sign, graphics and visual communications industry—from an aging workforce to restrictive sign codes. With a better understanding of the industry as a whole, individual companies can better prepare for a robust and rewarding future.

TOP PAIN POINTS

WHAT ARE THE TOP PAIN POINTS FACING THE SIGN, GRAPHICS AND VISUAL COMMUNICATIONS INDUSTRY?

The biggest concerns facing industry executives in 2016 are similar to those in previous surveys:

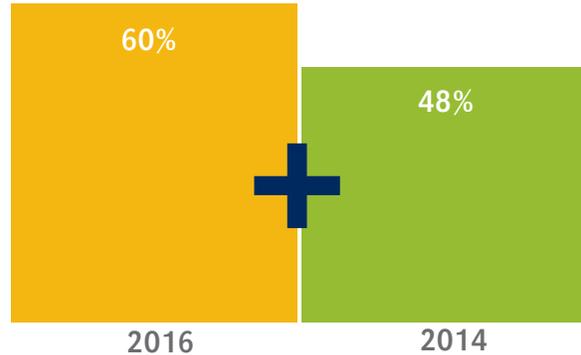
- Improving Margins
- Finding & Keeping Qualified Workers
- Unreasonable Government Codes and Regulations

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IMPROVING MARGINS

COMPANIES FEEL CONFIDENT WITH RESPECT TO THE ON-PREMISE SIGN INDUSTRY'S FUTURE

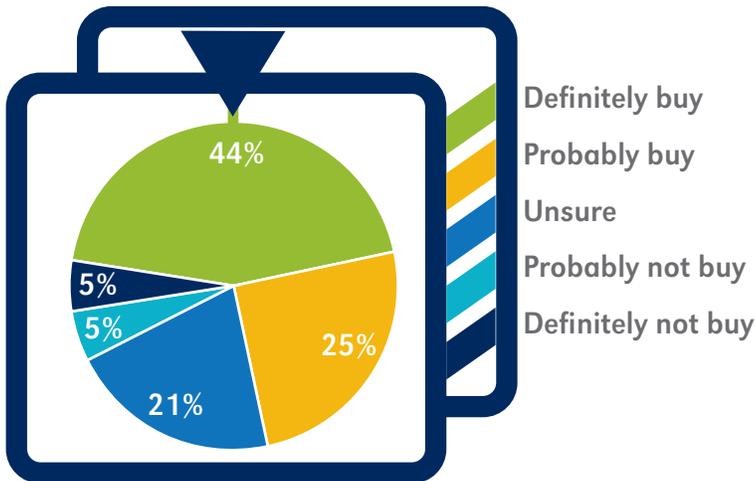
Overall, the industry is feeling optimistic, with 60 percent feeling positive about the industry's future prospects, compared with 48 percent in 2014.



60% are feeling **POSITIVE** about the industry's future

COMPANIES PLAN TO BUY EQUIPMENT IN 2017

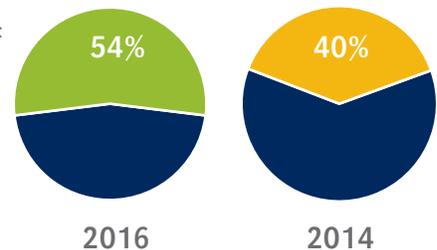
As technology advancements continue to impact the business environment, companies are investing in new equipment and technologies to stay ahead of their clients' changing demand.



69%
of companies would
probably or
DEFINITELY BUY
new equipment in 2017

A MAJORITY OF COMPANIES REPORT MORE THAN TEN PERCENT GROWTH

More than half—54 percent—of companies reported growth that exceeded ten percent in the past six months, compared to 40 percent of companies in 2014.



66% of companies predict
DOUBLE-DIGIT growth in 2017

FINDING & KEEPING QUALIFIED WORKERS

WHAT IS THE INDUSTRY'S BIGGEST WORKFORCE ISSUE?

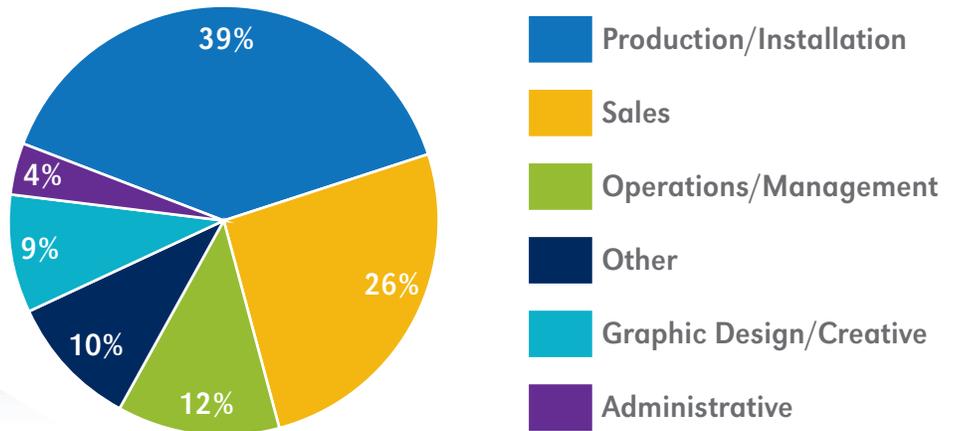
Finding, training and retaining workers continues to top the list of the biggest workforce issues. Fifty-four percent of companies have difficulty in finding qualified workers to hire, compared to 64 percent in 2014.



TOP AREAS OF HIRING PROJECTED IN 2016

With a majority of companies looking to fill a gap of qualified workers, the industry is looking to hire staff in mostly production/installation roles.

67%
NOW HIRING



UNREASONABLE GOVERNMENT CODES AND REGULATIONS

STATE/LOCAL REGULATORY ENVIRONMENT IS IMPROVING

While restrictive sign codes and regulations remain an issue for many, companies are reporting that they are feeling relief. Thirty-one percent feel sign code regulations are getting better in 2016, compared to 26 percent in 2014.



WITH ISA, THE INDUSTRY HAS ONE MORE REASON TO BE POSITIVE ABOUT THE COMING YEAR

With more information on the top pain points affecting the industry, what can leaders do now? ISA is committed to working with the industry—building programs and targeting responses—to overcome these challenges and achieve growth.

ISA INTERNATIONAL SIGN EXPO

Register for the ISA International Sign Expo 2017 to join 20,000 industry professionals for networking, learning and exploration of the latest products and services.

www.SignExpo.org



REGULATORY EXPERTS

ISA's government relations and advocacy staff helps planners and other local officials throughout the United States and Canada understand how reasonable sign codes can positively impact their communities—helping sign companies protect and grow their businesses.

www.Signs.org/GovernmentRelations

WORKFORCE DEVELOPMENT

The Career Center provides industry-focused resources—such as online learning, a job board, webinars and Sign Manufacturing Day—to help you find, onboard and develop your employees for a stronger future.

www.Signs.org/Careers

RESEARCH

Find information on the industry, competitive environment and technologies to keep your business ahead of the game.

www.Signs.org/Research



INTERNATIONAL SIGN ASSOCIATION

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