

(YOUR COMPANY NAME) creates, installs and maintains signs and graphics for “essential businesses” and our “critical infrastructure,” and I urge you to therefore include sign and graphics companies as “essential businesses” or “critical infrastructure” as (STATE/COUNTY/CITY) considers enacting business closures to deal with the COVID-19 pandemic.

Sign and graphics companies provide critical supply chain and construction services to every typical “essential business” or “critical infrastructure” that is being allowed in states and localities under “shutdown” orders. *Most importantly, signs are vital to healthcare facilities.* Our public health buildings require constant and ever-changing emergency directional signs, health and safety warning signs, and patient information and instruction signs (PROVIDE SPECIFIC, PERSONAL EXAMPLES IF POSSIBLE).

In addition, we serve other important “essential” industries. Whether it’s lawn signs in front of a restaurant directing drivers to the curbside pickup location, window signs in grocery stores advertising that toilet paper is in stock, a bank’s digital sign broadcasting critical public service messages to a community, illuminated signs at a gas station that need to be visible at night, or banners indicating that a pharmacy is open during these days of uncertainty, the sign and graphics industry plays a key role in helping these “essential businesses” communicate important information with the general public (PROVIDE SPECIFIC, PERSONAL EXAMPLES IF POSSIBLE).

If sign and graphics companies are required to shut down, consider the ramifications for their “essential business” customers. It will be impossible for these “essential businesses” to serve the public as effectively without the latest visual communications to inform and direct citizens. The situation across the country is incredibly fluid and changing every day, and these “essential businesses” need to have their signage updated as quickly and as flexibly as possible by their sign and graphics providers. *Every day during this pandemic, our “essential” customers are asking us for their signs!*

(YOUR COMPANY NAME) has a health and safety plan in place to protect our employees, including what essential workers remain in place to work only on projects for our “essential business” or “critical infrastructure” customers.

The importance of signs and graphics to provide directions, information, warnings, wayfinding and other visual communications in our communities is more urgent than ever, and sign and graphics companies must be kept open to meet this critical and ever-expanding need. It is essential to support the more than 30,000 sign and graphics companies in the United States, and their millions of “essential business” customers, by including them under the “critical infrastructure” or “essential businesses” classification as soon as possible.

Sincerely,  
(YOUR COMPANY REPRESENTATIVE)