

*The Sign Research Foundation is compiling a series of case studies that focus upon how different signshops are coping (and, in some cases, continuing to thrive) amid the challenges of the Covid-19 virus. For some background, [click here](#). If you'd like to provide your story, contact me at [steve.aust@mail.com](mailto:steve.aust@mail.com) or via [LinkedIn](#).*

## ISG (Integrated Sign & Graphic)

ISG (Integrated Sign & Graphic), based in Lexington, KY has operated since 1988, and has grown to a 45-employee operation that serves such clients in the retail/mixed-use, healthcare, hospitality and corporate sectors, among others. Fortunately, its home-state government has deemed ISG and other Kentucky sign shops essential because of their support of the construction industry. Aaron Anderkin, ISG's executive vice president, said that receiving an essential status in the effort to combat coronavirus inspired the company to produce several Covid-19-specific products, such as PPE faceshields for healthcare workers and first responders (available in quantities from 20 to 3500+), sneezeguards for public spaces and freestanding printed signs that facilitate carryout or remote ordering and window graphics that outline Covid-19 safety precautions. All virus-related products are being sold at cost. One key adjustment for ISG's production process was developing a clean-room space that provided the sanitary conditions necessary to produce face shields for healthcare usage.

"The sign industry remains our bread and butter, but over time we've gradually expanded our capabilities into other product lines that include custom lighting and architectural elements," Anderkin said. "Configuring an assembly process that allows for mass production of thousands of the same item after a history of custom sign fabrication has been different, but at the same time the crisis has inspired a newfound ingenuity and flexibility in our team. This newfound commitment combined with the fact that we already had the infrastructure in place thanks to a broad custom fabrication model, has made for a mostly seamless transition."

A heartfelt post Anderkin made on LinkedIn aptly summarized this sentiment: "When we decided to manufacture protective face shields to help with the PPE shortage, we had no concept of how inspired we would become by the community around us. This experience has given us the opportunity to speak with so many front-line health care workers whose need for PPE is real. And hearing the distress in their voice has fueled a different kind of motivation for our team, making our new goal of manufacturing 50,000 shields in the month of April a relentless pursuit. We have also been inspired by the good people that have spent their hard-earned money and resources to donate hundreds upon hundreds of shields to those in need."

As the supply of plastics has become strained from the challenges of producing PPE in short order, he's noted cooperation between competing vendors to make sure their manufacturing can continue without interruption. And, as examples of our society's heroes, he cited the healthcare workers and first responders facing profound challenges and risks to their own health to fight for the well-being of their patients.