

Optimism high in UK sign and graphics industry, according to new research

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Research commissioned by the UK sign and graphics industry's leading trade association, the ISA-UK powered by BSGA, has revealed that, despite the uncertain political times, optimism is high in the industry.

More than half (58%) of the sign industry decision makers who took part in the online survey, reported that business turnover has increased in the past year, with a further 24% saying it has remained constant.

53% have seen customer numbers increase during the past 12 months and 31% said they have stayed the same.

In terms of profitability, 46% of respondents revealed that they have seen profits increase in the last year, with an average increase of 28%. A further 26% of respondents said that profitability had remained constant.

David Catanach is director of ISA-UK, powered by BSGA, which was formerly known as the British Sign & Graphics Association.

"This is the first time we have commissioned industry-wide research and the results have been extremely interesting and positive," David says. "More than half (57%) of the business decision makers who completed the survey agreed that there is plenty of work available in the sign and graphics industry and a 51% said that they think the industry is thriving.

"The list of services that professional sign companies provide these days is vast," David continues. "Whilst 76% report that general signage is still one of the most profitable elements of their business, specialist areas such as vehicle wrapping, interior décor and illuminated signs are also key. 68% of respondents say that their list of services has increased in the past two years."

Rob Lambie is president of the ISA-UK and has worked in the sign and graphics industry for more than 29 years. "Sign and graphics professionals are more integral to the wider marketing mix than ever before and 57% of survey respondents said that working with marketing agencies is a key part of their job. The survey has also confirmed what many of us in the sign and graphics community have known for years, that creativity is a massive part of our industry. 79% of decision makers said that their customers are looking for more creative input from their sign company these days and 80% agreed that design and innovation are very important to their business."

Sam Armstrong is managing director of signage consultancy Make it Happen and vice-president of the ISA-UK.

"Working heavily within the signage industry on our training programmes, I am delighted to hear and see first-hand a real buoyancy within the industry," comments Sam. "There appears an influx in orders as

well as quotations, with tenders in the abundance: hopefully an indication of even more positive times ahead!"

"It's great news that most survey respondents are positive about the state of the sign industry and their own businesses," says David Catanach. "As an organisation, our role is to support our members and help them thrive and grow so we will be using the research findings to inform our activity over the next 12 months. Our aim is for the ISA-UK Sign Industry Survey to become an annual project so that we can track viewpoints and provide an accurate picture to our members and the wider business world."

For more information about ISA-UK, powered by BSGA, please visit www.uksigns.org.

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Notes to editors:

- 112 people took part in the survey.
- 42% are ISA-UK members and 58% are non-members.
- 65% of respondents represent businesses with ten employees and less