**COMMERCIAL PRINTING SCORECARD**

**SALES**
- **Current compared to the past year**
- **Expected in 2019**

<table>
<thead>
<tr>
<th>Increase</th>
<th>Stay the same</th>
<th>Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>58.0%</td>
<td>28.4%</td>
<td>13.6%</td>
</tr>
<tr>
<td>62.1%</td>
<td>25.3%</td>
<td>12.6%</td>
</tr>
</tbody>
</table>

**PRE-TAX PROFITABILITY**
- **Current compared to the past year**
- **Expected in 2019**

<table>
<thead>
<tr>
<th>Increase</th>
<th>Stay the same</th>
<th>Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>38.0%</td>
<td>45.6%</td>
<td>44.3%</td>
</tr>
<tr>
<td>44.3%</td>
<td>44.3%</td>
<td>10.1%</td>
</tr>
</tbody>
</table>

**WHY SALES ARE EXPECTED TO INCREASE**
- Favorable economy/business climate (53.8%)
- More resources devoted to marketing (51.9%)
- More resources devoted to sales (44.2%)
- New products/services (38.5%)
- Strength in our major product/service markets (36.5%)

**TOP OBSTACLES TO HIGHER PROFITABILITY**
- Lack of sales, difficulty growing sales (56.2%)
- Rising cost of healthcare benefits (46.6%)
- Rising wages (42.5%)
- Rising cost of essential materials, supplies, inputs (34.2%)
- Shortage of skilled, productive personnel: production (34.2%)