**GRAPHIC AND SIGN SCORECARD**

**COMPANY OVERALL**

<table>
<thead>
<tr>
<th>Who are they?</th>
<th>Who do they serve?</th>
</tr>
</thead>
<tbody>
<tr>
<td>71.5% - less than 20 employees</td>
<td>34.3% B2B &amp; B2C</td>
</tr>
<tr>
<td>73.0% - sales up to $3M</td>
<td>56.2% B2B</td>
</tr>
<tr>
<td>59.8% - at least 20 years in business</td>
<td>9.5% B2C</td>
</tr>
</tbody>
</table>

**MARKETS & PRODUCTS**

**Who do they serve?**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>56.2%</td>
<td>9.5%</td>
<td>34.3%</td>
</tr>
</tbody>
</table>

**The most popular markets:**

- Educational institutions (65.3%)
- Corporate branding (64.8%)
- Architecture (57.9%)

**The most popular products:**

- Window graphics (85.3%)
- Banners/soft signage/flags (84.3%)
- Label/decal (76.5%)

**8 is the average number of products offered.**

**7 is the average number of markets served.**

**Industry convergence**

- Printers expand their services in:
  - Commercial Printing (26.4%)
  - Functional Printing (19.0%)
  - Garment Decoration (13.2%)
  - Package Printing/Converting (8.3%)

**Average revenue contribution**

- Commercial Printing (26.9%)
- Functional Printing (20.5%)
- Garment Decoration (19.3%)
- Package Printing/Converting (17.0%)

**OPERATIONS**

**4 out of 5 rely mostly on digital (80.1%)**

70.0% use at least 50% of their potential production.

The majority (81.3%) provide finishing services, with the most popular being installation (68.8%) and lamination (68.8%).

**BUSINESS OUTLOOK**

- 71.5% - less than 20 employees
- 73.0% - sales up to $3M
- 59.8% - at least 20 years in business

Printers expand their services in:

- Commercial Printing (26.4%)
- Functional Printing (19.0%)
- Garment Decoration (13.2%)
- Package Printing/Converting (8.3%)

The majority (81.3%) provide finishing services, with the most popular being installation (68.8%) and lamination (68.8%).

**Average revenue contribution**

**Future looks promising**

- Sales
- Production/amount of work
- Employment
- Prices for products sold
- Pre-tax profitability

**Industry confidence**

- Current increase
- Future increase

- Positive (56.1%)
- Neutral (37.9%)