

# Signs of the Times BrandStudy™

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2017



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The following provides the results of a survey recently conducted for *Signs of the Times* by Signet Research, Inc., an independent research company. The objective of this study was to measure Brand perceptions, purchase consideration, and likelihood to recommend companies across 14 product categories: Media Substrates, ADA / Wayfinding, Cutters / Routers, Digital Printing Equipment, Engraving Equipment, HDU (High Density Urethane), Wholesale Signage & Graphics, Metal Fabrication, LED / Lighting, Sign Supplies & Components, Lift & Ladder Trucks, Rigid Substrates, Magnetic Materials, and Moving Messages.

Emails were broadcast between March 10<sup>th</sup> - March 21<sup>st</sup> by Signet Research to a sample of 10,342 Signs of the Times subscribers, asking them to click on a URL and participate in a survey. As an incentive, respondents were offered a chance to win a \$100 AMEX Gift Card.

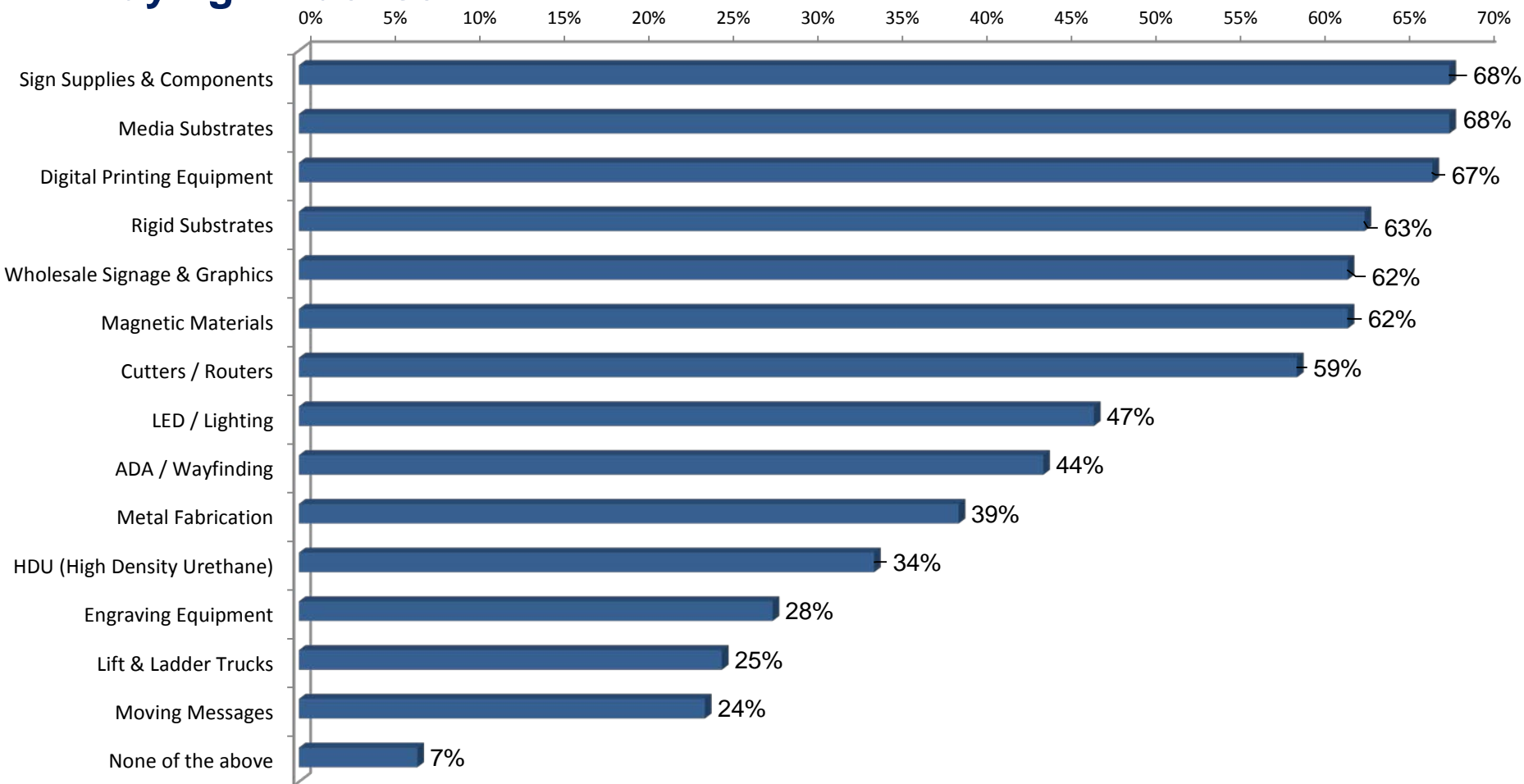
There were 1,000 undelivered/bounced emails so that the net effective mailing was 9,342. By the closing date of March 27, 2017, 551 returns had been received for a 5.9% response rate. The base used is total answering each question.



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# Buying Influence



Base: Total Answering  
Multiple answers permitted

Please indicate if you are involved, either as an individual or as part of a group or committee, in the specification, recommendation, approval or purchasing for any of the following?



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**The following slides are based on 373 respondents who have buying influence for Media Substrates.**



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# Media Substrates:

Familiar with	
3M	96%
Avery Dennison	88%
Orafol	70%
Arlon	66%
Ultraflex	38%
Ritrama	18%
Top Value Fabrics	4%

Purchase Consideration	
3M	91%
Avery Dennison	75%
Orafol	66%
Arlon	61%
Ultraflex	42%
Ritrama	22%
Top Value Fabrics	12%

Base: Total Answering who have buying influence  
 Multiple answers permitted

Which of the following suppliers of **Media Substrates** are you familiar with (i.e. currently use, have used in the past, have evaluated, or know about through your work)?  
 Which of the following suppliers of **Media Substrates** would you consider purchasing from if you had a need for this product/service, regardless of whether you have had past experience with them?



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## Media Substrates (continued):

Price	
Orafol	55%
Arlon	48%
Avery Dennison	44%
Ultraflex	39%
Ritrama	37%
Top Value Fabrics	20%*
3M	19%

Service	
3M	26%
Orafol	20%
Avery Dennison	18%
Ultraflex	16%
Arlon	15%
Ritrama	11%
Top Value Fabrics	7%*

Value	
Orafol	51%
Ultraflex	45%
Avery Dennison	40%
Arlon	39%
Ritrama	31%
3M	27%
Top Value Fabrics	27%*

Quality	
3M	86%
Orafol	60%
Avery Dennison	59%
Ultraflex	56%
Arlon	46%
Ritrama	20%
Top Value Fabrics	20%*

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

\*Attention: Small base. Data should be used with caution due to higher margin of error.

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of Media Substrates.



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# Media Substrates (continued):

Innovation	
3M	35%
Avery Dennison	16%
Orafol	13%
Ultraflex	12%
Arlon	10%
Top Value Fabrics	7%*
Ritrama	2%

Reputation	
3M	71%
Avery Dennison	39%
Orafol	32%
Ultraflex	26%
Arlon	22%
Top Value Fabrics	7%*
Ritrama	5%

Availability	
3M	60%
Orafol	50%
Avery Dennison	49%
Arlon	38%
Ultraflex	37%
Top Value Fabrics	27%*
Ritrama	25%

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

\*Attention: Small base. Data should be used with caution due to higher margin of error.

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of Media Substrates.



# Media Substrates: NPS Score: Likelihood to Recommend

	Promoters	Neutrals	Detractors	NPS Score
3M	62%	23%	15%	<b>47</b>
Orafol	46%	30%	24%	<b>22</b>
Avery Dennison	44%	27%	29%	<b>14</b>
Ultraflex	42%	27%	31%	<b>11</b>
Arlon	33%	29%	39%	<b>-6</b>
Top Value Fabrics	20%*	27%*	53%*	<b>-33*</b>
Ritrama	19%	25%	56%	<b>-37</b>

*NPS Score is calculated by subtracting the Detractors (those who rated the company 0-6) from the Promoters (those who rated the company 9-10). The NPS Score may not add up to the difference in the percentages due to rounding.*

*Base: Total Answering who have had experience with each brand*

*\*Attention: Small base. Data should be used with caution due to higher margin of error.*

On a scale of 0 to 10, how likely are you to recommend the following suppliers of Media Substrates to a peer or colleague? (0 being "Not Likely" and 10 being "Very Likely".)



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**The following slides are based on 242  
respondents who have buying influence for ADA  
/ Wayfinding.**



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# ADA / Wayfinding:

Familiar with	
Rowmark/ClearPath	54%
Vista Systems	51%
Clarke Systems	39%
Sign Pro	30%
Apco Signs	28%
Nova Polymers	17%
Signet Sign Systems	8%
Jet USA	7%
InterSign	6%
Cab Signs	3%

Purchase Consideration	
Rowmark/ClearPath	52%
Vista Systems	51%
Clarke Systems	43%
Sign Pro	36%
Apco Signs	27%
Nova Polymers	21%
Signet Sign Systems	20%
Jet USA	16%
Cab Signs	15%
InterSign	15%

Base: Total Answering who have buying influence  
Multiple answers permitted

Which of the following suppliers of ADA / Wayfinding are you familiar with (i.e. currently use, have used in the past, have evaluated, or know about through your work)?  
Which of the following suppliers of ADA / Wayfinding would you consider purchasing from if you had a need for this product/service, regardless of whether you have had past experience with them?



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## ADA / Wayfinding (continued):

Price	
Cab Signs	57%*
Sign Pro	38%
Vista Systems	32%
Rowmark/ClearPath	28%
Jet USA	25%*
Signet Sign Systems	22%*
Clarke Systems	20%
Nova Polymers	18%
Apco Signs	14%
InterSign	0%*

Service	
Cab Signs	43%*
Vista Systems	36%
Sign Pro	33%
Jet USA	31%*
Clarke Systems	26%
Rowmark/ClearPath	25%
Nova Polymers	23%
Apco Signs	20%
Signet Sign Systems	11%*
InterSign	7%*

Value	
Cab Signs	43%*
Vista Systems	38%
Sign Pro	38%
Rowmark/ClearPath	30%
Clarke Systems	26%
Jet USA	19%*
Nova Polymers	18%
Apco Signs	17%
Signet Sign Systems	17%*
InterSign	7%*

Quality	
Cab Signs	71%*
Clarke Systems	66%
Rowmark/ClearPath	65%
Vista Systems	63%
Sign Pro	55%
Nova Polymers	53%
Jet USA	50%*
Signet Sign Systems	44%*
Apco Signs	38%
InterSign	14%*

*Base: Total Answering who have had experience with each brand  
Multiple answers permitted*

*\*Attention: Small base. Data should be used with caution due to higher margin of error.*

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of ADA / Wayfinding.



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## ADA / Wayfinding (continued):

Innovation	
Nova Polymers	43%
Vista Systems	30%
Sign Pro	19%
Jet USA	19%*
Clarke Systems	18%
Rowmark/ClearPath	17%
Cab Signs	14%*
Signet Sign Systems	11%*
Apco Signs	11%
InterSign	0%*

Reputation	
Nova Polymers	50%
Cab Signs	43%*
Rowmark/ClearPath	40%
Vista Systems	40%
Jet USA	38%*
Clarke Systems	34%
Sign Pro	25%
Signet Sign Systems	22%*
Apco Signs	22%
InterSign	21%*

Availability	
Cab Signs	71%*
Jet USA	44%*
Rowmark/ClearPath	43%
Vista Systems	42%
Sign Pro	41%
Clarke Systems	38%
Nova Polymers	35%
InterSign	29%*
Apco Signs	27%
Signet Sign Systems	17%*

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

\*Attention: Small base. Data should be used with caution due to higher margin of error.

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of ADA / Wayfinding.



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# ADA / Wayfinding: NPS Score: Likelihood to Recommend

	Promoters	Neutrals	Detractors	NPS Score
Vista Systems	44%	30%	26%	<b>18</b>
Rowmark/ClearPath	45%	25%	30%	<b>15</b>
Cab Signs	43%*	29%*	29%*	<b>14*</b>
Sign Pro	30%	37%	33%	<b>-3</b>
Clarke Systems	30%	33%	37%	<b>-7</b>
Nova Polymers	26%	36%	38%	<b>-13</b>
Signet Sign Systems	20%*	33%*	47%*	<b>-27*</b>
Apco Signs	21%	29%	51%	<b>-30</b>
Jet USA	19%*	31%*	50%*	<b>-31*</b>
InterSign	8%*	15%*	77%*	<b>-69*</b>

*NPS Score is calculated by subtracting the Detractors (those who rated the company 0-6) from the Promoters (those who rated the company 9-10). The NPS Score may not add up to the difference in the percentages due to rounding.*

*Base: Total Answering who have had experience with each brand*

*\*Attention: Small base. Data should be used with caution due to higher margin of error.*

On a scale of 0 to 10, how likely are you to recommend the following suppliers of ADA / Wayfinding to a peer or colleague? (0 being "Not Likely" and 10 being "Very Likely".)



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**The following slides are based on 325 respondents who have buying influence for Cutters / Routers.**



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# Cutters / Routers:

Familiar with	
Graphtec	68%
Summa	38%
Multicam	37%
Zund	25%
XYZ	17%
ShopBot	17%
Esko	12%
Computerized Cutters	10%
CLN of South Florida	6%
Techno CNC	6%
Colex	5%
Adams Technology	4%
Hendricks	3%
MCT Digital	2%

Purchase Consideration	
Graphtec	59%
Multicam	38%
Summa	38%
Zund	26%
XYZ	18%
ShopBot	15%
Esko	14%
Computerized Cutters	13%
Techno CNC	11%
CLN of South Florida	10%
Adams Technology	9%
MCT Digital	8%
Colex	8%
Hendricks	7%

Base: Total Answering who have buying influence  
Multiple answers permitted

Which of the following suppliers of **Cutters / Routers** are you familiar with (i.e. currently use, have used in the past, have evaluated, or know about through your work)?  
Which of the following suppliers of **Cutters / Routers** would you consider purchasing from if you had a need for this product/service, regardless of whether you have had past experience with them?



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## Cutters / Routers (continued):

Price	
MCT Digital	50%*
Computerized Cutters	48%*
CLN of South Florida	47%*
Graphtec	39%
ShopBot	37%
Colex	33%*
Summa	31%
Adams Technology	25%*
Techno CNC	21%*
Multicam	21%
AXYZ	14%
Esko	14%
Hendricks	11%*
Zund	7%

Service	
Adams Technology	33%*
Hendricks	33%*
Graphtec	31%
Computerized Cutters	28%*
Multicam	26%
Summa	25%
CLN of South Florida	24%*
Zund	22%
MCT Digital	17%*
Techno CNC	16%*
Esko	14%
ShopBot	13%
AXYZ	10%
Colex	0%*

Value	
CLN of South Florida	65%*
Computerized Cutters	45%*
Colex	40%*
Graphtec	36%
Summa	35%
ShopBot	33%
Techno CNC	32%*
Esko	30%
Multicam	28%
AXYZ	22%
MCT Digital	17%*
Adams Technology	17%*
Zund	13%
Hendricks	0%*

Quality	
Zund	70%
MCT Digital	67%*
Multicam	60%
Graphtec	60%
Adams Technology	58%*
Computerized Cutters	48%*
AXYZ	46%
Summa	46%
Hendricks	44%*
CLN of South Florida	41%*
Esko	38%
Colex	33%*
Techno CNC	32%*
ShopBot	17%

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

\*Attention: Small base. Data should be used with caution due to higher margin of error.

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of **Cutters / Routers**.



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## Cutters / Routers (continued):

Innovation	
Zund	34%
Adams Technology	33%*
XYZ	30%
Multicam	29%
Computerized Cutters	24%*
Esko	19%
MCT Digital	17%*
Graphtec	17%
Summa	16%
Techno CNC	16%*
ShopBot	13%
CLN of South Florida	12%*
Hendricks	11%*
Colex	7%*

Reputation	
Zund	62%
Multicam	58%
Graphtec	45%
Summa	44%
Adams Technology	42%*
Esko	41%
Computerized Cutters	38%*
XYZ	36%
Hendricks	33%*
ShopBot	31%
Techno CNC	26%*
CLN of South Florida	24%*
Colex	20%*
MCT Digital	17%*

Availability	
Computerized Cutters	41%*
CLN of South Florida	35%*
Graphtec	32%
Adams Technology	25%*
Multicam	24%
Hendricks	22%*
Summa	22%
ShopBot	19%
Zund	18%
XYZ	16%
Esko	14%
Colex	13%*
Techno CNC	11%*
MCT Digital	0%*

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

\*Attention: Small base. Data should be used with caution due to higher margin of error.

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of **Cutters / Routers**.



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# Cutters / Routers: NPS Score: Likelihood to Recommend

	Promoters	Neutrals	Detractors	NPS Score
Adams Technology	38%*	38%*	25%*	<b>13*</b>
Zund	44%	24%	32%	<b>12</b>
Graphtec	41%	31%	29%	<b>12</b>
Computerized Cutters	35%*	35%*	31%*	<b>4*</b>
Hendricks	29%*	43%*	29%*	<b>0*</b>
Colex	38%*	15%*	46%*	<b>-8*</b>
Multicam	29%	33%	37%	<b>-8</b>
Esko	34%	22%	44%	<b>-9</b>
Techno CNC	29%*	29%*	41%*	<b>-12*</b>
Summa	33%	21%	45%	<b>-12</b>
MCT Digital	20%*	40%*	40%*	<b>-20*</b>
ShopBot	17%	31%	52%	<b>-35</b>
AXYZ	18%	27%	55%	<b>-36</b>
CLN of South Florida	18%*	24%*	59%*	<b>-41*</b>

*NPS Score is calculated by subtracting the Detractors (those who rated the company 0-6) from the Promoters (those who rated the company 9-10). The NPS Score may not add up to the difference in the percentages due to rounding.*

*Base: Total Answering who have had experience with each brand*

*\*Attention: Small base. Data should be used with caution due to higher margin of error.*

On a scale of 0 to 10, how likely are you to recommend the following suppliers of **Cutters / Routers** to a peer or colleague? (0 being "Not Likely" and 10 being "Very Likely".)



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**The following slides are based on 369 respondents who have buying influence for Digital Printing Equipment.**



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# Digital Printing Equipment:

Familiar with	
Roland	69%
HP	63%
Mimaki	53%
Epson	53%
Canon	40%
Mutoh	39%
Graphtec	31%
OKI Data	17%
Agfa	15%
Durst	13%

Purchase Consideration	
Roland	62%
HP	52%
Epson	42%
Mimaki	41%
Canon	29%
Mutoh	29%
Graphtec	22%
OKI Data	10%
Durst	10%
Agfa	8%

Base: Total Answering who have buying influence  
Multiple answers permitted

Which of the following suppliers of **Digital Printing Equipment** are you familiar with (i.e. currently use, have used in the past, have evaluated, or know about through your work)?  
Which of the following suppliers of **Digital Printing Equipment** would you consider purchasing from if you had a need for this product/service, regardless of whether you have had past experience with them?



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## Digital Printing Equipment (continued):

Price	
Mimaki	38%
HP	36%
Graphtec	35%
Roland	35%
Mutoh	32%
Canon	30%
Epson	28%
OKI Data	21%
Agfa	10%
Durst	7%

Service	
Roland	38%
HP	33%
Graphtec	30%
Mimaki	26%
Epson	23%
Canon	22%
OKI Data	21%
Durst	21%
Mutoh	20%
Agfa	16%

Value	
Roland	42%
Mimaki	40%
HP	40%
Graphtec	39%
Mutoh	36%
OKI Data	30%
Epson	30%
Canon	26%
Durst	16%
Agfa	10%

Quality	
Roland	70%
HP	61%
Durst	53%
Epson	53%
Graphtec	52%
Canon	51%
Mimaki	50%
Agfa	43%
OKI Data	42%
Mutoh	40%

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of Digital Printing Equipment.



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## Digital Printing Equipment (continued):

Innovation	
HP	40%
Roland	33%
Durst	28%
Agfa	24%
Epson	22%
Graphtec	20%
OKI Data	19%
Canon	19%
Mimaki	19%
Mutoh	14%

Reputation	
HP	56%
Roland	53%
Durst	47%
Mimaki	44%
Agfa	41%
Epson	39%
Graphtec	38%
Canon	38%
Mutoh	36%
OKI Data	33%

Availability	
HP	41%
Roland	40%
Graphtec	34%
OKI Data	32%
Mutoh	31%
Mimaki	31%
Canon	30%
Epson	30%
Durst	14%
Agfa	12%

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of Digital Printing Equipment.



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# Digital Printing Equipment: NPS Score: Likelihood to Recommend

	Promoters	Neutrals	Detractors	NPS Score
Roland	49%	30%	22%	<b>27</b>
HP	45%	31%	25%	<b>20</b>
Graphtec	33%	28%	38%	<b>-5</b>
Mimaki	33%	26%	41%	<b>-9</b>
Epson	26%	33%	41%	<b>-15</b>
Canon	23%	34%	44%	<b>-21</b>
Mutoh	25%	24%	51%	<b>-26</b>
Durst	15%	31%	54%	<b>-38</b>
Agfa	16%	29%	56%	<b>-40</b>
OKI Data	17%	22%	61%	<b>-44</b>

*NPS Score is calculated by subtracting the Detractors (those who rated the company 0-6) from the Promoters (those who rated the company 9-10). The NPS Score may not add up to the difference in the percentages due to rounding.*

*Base: Total Answering who have had experience with each brand*

On a scale of 0 to 10, how likely are you to recommend the following suppliers of Digital Printing Equipment to a peer or colleague? (0 being "Not Likely" and 10 being "Very Likely".)



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**The following slides are based on 156 respondents who have buying influence for Engraving Equipment.**



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# Engraving Equipment:

Familiar with	
Roland	39%
Epilog Laser	38%
Universal Laser	30%
Trotec Laser	26%
Vision Engraving	18%
Kern Laser	7%
Vytek	4%

Purchase Consideration	
Roland	42%
Epilog Laser	41%
Universal Laser	35%
Trotec Laser	34%
Vision Engraving	22%
Kern Laser	14%
Vytek	12%

Base: Total Answering who have buying influence  
Multiple answers permitted

Which of the following suppliers of **Engraving Equipment** are you familiar with (i.e. currently use, have used in the past, have evaluated, or know about through your work)?

Which of the following suppliers of **Engraving Equipment** would you consider purchasing from if you had a need for this product/service, regardless of whether you have had past experience with them?



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## Engraving Equipment (continued):

Price	
Roland	36%
Epilog Laser	28%
Universal Laser	26%
Trotec Laser	22%
Vision Engraving	20%*
Vytek	20%*
Kern Laser	10%*

Service	
Roland	42%
Epilog Laser	36%
Trotec Laser	28%
Universal Laser	26%
Kern Laser	20%*
Vision Engraving	8%*
Vytek	0%*

Value	
Vision Engraving	40%*
Roland	36%
Epilog Laser	34%
Trotec Laser	31%
Universal Laser	26%
Vytek	20%*
Kern Laser	10%*

Quality	
Roland	65%
Trotec Laser	64%
Epilog Laser	60%
Kern Laser	60%*
Universal Laser	55%
Vision Engraving	44%*
Vytek	40%*

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

\*Attention: Small base. Data should be used with caution due to higher margin of error.

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of Engraving Equipment.



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## Engraving Equipment (continued):

Innovation	
Kern Laser	30%*
Roland	29%
Epilog Laser	26%
Universal Laser	24%
Trotec Laser	17%
Vision Engraving	16%*
Vytek	0%*

Reputation	
Kern Laser	80%*
Trotec Laser	56%
Epilog Laser	55%
Roland	51%
Universal Laser	45%
Vision Engraving	32%*
Vytek	20%*

Availability	
Roland	45%
Epilog Laser	34%
Kern Laser	30%*
Trotec Laser	25%
Vision Engraving	24%*
Universal Laser	24%
Vytek	20%*

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

\*Attention: Small base. Data should be used with caution due to higher margin of error.

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of Engraving Equipment.



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# Engraving Equipment: NPS Score: Likelihood to Recommend

	Promoters	Neutrals	Detractors	NPS Score
Roland	39%	35%	26%	13
Vision Engraving	36%*	32%*	32%*	4*
Epilog Laser	31%	39%	29%	2
Trotec Laser	31%	29%	40%	-9
Kern Laser	20%*	40%*	40%*	-20*
Universal Laser	26%	26%	49%	-23
Vytek	20%*	20%*	60%*	-40*

*NPS Score is calculated by subtracting the Detractors (those who rated the company 0-6) from the Promoters (those who rated the company 9-10). The NPS Score may not add up to the difference in the percentages due to rounding.*

*Base: Total Answering who have had experience with each brand*

*\*Attention: Small base. Data should be used with caution due to higher margin of error.*

On a scale of 0 to 10, how likely are you to recommend the following suppliers of Engraving Equipment to a peer or colleague? (0 being "Not Likely" and 10 being "Very Likely".)



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**The following slides are based on 187 respondents who have buying influence for HDU (High Density Urethane).**



**SIGNET**  
BrandStudy™

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**TIMES**

# HDU (High Density Urethane):

Familiar with	
Peachtree City Foamcraft	45%
Coastal Enterprises	34%
Duna USA	16%
Curbell Plastics	6%
Jasper Plastics	6%

Purchase Consideration	
Peachtree City Foamcraft	49%
Coastal Enterprises	37%
Duna USA	24%
Curbell Plastics	16%
Jasper Plastics	14%

*Base: Total Answering who have buying influence  
Multiple answers permitted*

Which of the following suppliers of HDU (High Density Urethane) are you familiar with (i.e. currently use, have used in the past, have evaluated, or know about through your work)?  
Which of the following suppliers of HDU (High Density Urethane) would you consider purchasing from if you had a need for this product/service, regardless of whether you have had past experience with them?



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## HDU (High Density Urethane) (continued):

Price	
Duna USA	52%*
Peachtree City Foamcraft	34%
Coastal Enterprises	33%
Curbell Plastics	27%*
Jasper Plastics	27%*

Service	
Peachtree City Foamcraft	47%
Coastal Enterprises	33%
Duna USA	30%*
Curbell Plastics	18%*
Jasper Plastics	9%*

Value	
Jasper Plastics	64%*
Duna USA	44%*
Coastal Enterprises	40%
Peachtree City Foamcraft	35%
Curbell Plastics	18%*

Quality	
Duna USA	85%*
Peachtree City Foamcraft	70%
Coastal Enterprises	65%
Curbell Plastics	45%*
Jasper Plastics	27%*

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

\*Attention: Small base. Data should be used with caution due to higher margin of error.

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of HDU (High Density Urethane).



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## HDU (High Density Urethane) (continued):

Innovation	
Peachtree City Foamcraft	36%
Duna USA	30%*
Coastal Enterprises	19%
Curbell Plastics	18%*
Jasper Plastics	9%*

Reputation	
Peachtree City Foamcraft	51%
Jasper Plastics	45%*
Duna USA	44%*
Coastal Enterprises	37%
Curbell Plastics	27%*

Availability	
Duna USA	52%*
Coastal Enterprises	51%
Peachtree City Foamcraft	38%
Jasper Plastics	36%*
Curbell Plastics	18%*

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

\*Attention: Small base. Data should be used with caution due to higher margin of error.

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of HDU (High Density Urethane).



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# HDU (High Density Urethane): NPS Score: Likelihood to Recommend

	Promoters	Neutrals	Detractors	NPS Score
Duna USA	59%*	30%*	11%*	<b>48*</b>
Coastal Enterprises	45%	34%	21%	<b>23</b>
Peachtree City Foamcraft	47%	28%	25%	<b>21</b>
Curbell Plastics	36%*	36%*	27%*	<b>9*</b>
Jasper Plastics	36%*	27%*	36%*	<b>0*</b>

*NPS Score is calculated by subtracting the Detractors (those who rated the company 0-6) from the Promoters (those who rated the company 9-10). The NPS Score may not add up to the difference in the percentages due to rounding.*

*Base: Total Answering who have had experience with each brand*

*\*Attention: Small base. Data should be used with caution due to higher margin of error.*

On a scale of 0 to 10, how likely are you to recommend the following suppliers of HDU (High Density Urethane) to a peer or colleague? (0 being "Not Likely" and 10 being "Very Likely".)



**SIGNET**  
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**The following slides are based on 343 respondents who have buying influence for Wholesale Signage & Graphics.**



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# Wholesale Signage & Graphics:

Familiar with	
Signs 365	48%
Esco Manufacturing	24%
Sign Builders	20%
World Wide Sign Systems	19%
Miratec Systems	16%
Sign America	11%
Nasco	10%
ImagineThis	5%

Purchase Consideration	
Signs 365	46%
Esco Manufacturing	28%
World Wide Sign Systems	26%
Sign Builders	24%
Miratec Systems	20%
Sign America	17%
Nasco	16%
ImagineThis	13%

Base: Total Answering who have buying influence

Multiple answers permitted

Which of the following suppliers of **Wholesale Signage & Graphics** are you familiar with (i.e. currently use, have used in the past, have evaluated, or know about through your work)?  
Which of the following suppliers of **Wholesale Signage & Graphics** would you consider purchasing from if you had a need for this product/service, regardless of whether you have had past experience with them?



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## Wholesale Signage & Graphics (continued):

Price	
Signs 365	63%
Sign Builders	41%
ImagineThis	40%*
World Wide Sign Systems	38%
Nasco	33%*
Miratec Systems	31%
Sign America	28%
Esco Manufacturing	25%

Service	
Signs 365	57%
Miratec Systems	40%
World Wide Sign Systems	36%
ImagineThis	27%*
Sign Builders	25%
Esco Manufacturing	24%
Sign America	19%
Nasco	17%*

Value	
Signs 365	53%
Sign America	34%
ImagineThis	33%*
World Wide Sign Systems	33%
Sign Builders	32%
Nasco	30%*
Esco Manufacturing	29%
Miratec Systems	27%

Quality	
Miratec Systems	58%
Signs 365	53%
Esco Manufacturing	47%
Sign Builders	44%
Nasco	43%*
ImagineThis	40%*
World Wide Sign Systems	40%
Sign America	38%

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

\*Attention: Small base. Data should be used with caution due to higher margin of error.

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of Wholesale Signage & Graphics.



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## Wholesale Signage & Graphics (continued):

Innovation	
Signs 365	23%
Miratec Systems	21%
ImagineThis	20%*
Esco Manufacturing	13%
Sign Builders	12%
World Wide Sign Systems	9%
Sign America	6%
Nasco	3%*

Reputation	
Miratec Systems	52%
Esco Manufacturing	44%
World Wide Sign Systems	41%
Signs 365	37%
ImagineThis	33%*
Nasco	33%*
Sign Builders	31%
Sign America	25%

Availability	
Signs 365	53%
Miratec Systems	40%
World Wide Sign Systems	36%
ImagineThis	27%*
Nasco	27%*
Esco Manufacturing	25%
Sign Builders	17%
Sign America	16%

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

\*Attention: Small base. Data should be used with caution due to higher margin of error.

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of Wholesale Signage & Graphics.



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# Wholesale Signage & Graphics: NPS Score: Likelihood to Recommend

	Promoters	Neutrals	Detractors	NPS Score
Signs 365	45%	24%	31%	<b>14</b>
ImagineThis	36%*	29%*	36%*	<b>0*</b>
Miratec Systems	30%	33%	37%	<b>-7</b>
Sign America	30%	30%	40%	<b>-10</b>
Sign Builders	30%	27%	43%	<b>-13</b>
Nasco	31%*	24%*	45%*	<b>-14*</b>
World Wide Sign Systems	26%	32%	42%	<b>-15</b>
Esco Manufacturing	21%	41%	38%	<b>-18</b>

*NPS Score is calculated by subtracting the Detractors (those who rated the company 0-6) from the Promoters (those who rated the company 9-10). The NPS Score may not add up to the difference in the percentages due to rounding.*

*Base: Total Answering who have had experience with each brand*

*\*Attention: Small base. Data should be used with caution due to higher margin of error.*

On a scale of 0 to 10, how likely are you to recommend the following suppliers of Wholesale Signage & Graphics to a peer or colleague? (0 being "Not Likely" and 10 being "Very Likely".)



**SIGNET**  
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**SIGNS** OF THE TIMES

**The following slides are based on 216 respondents who have buying influence for Metal Fabrication.**



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# Metal Fabrication:

Familiar with	
Computerized Cutters	14%
CLN of South Florida	10%
Adams Technology	8%
International Welding Tech	4%

Purchase Consideration	
Computerized Cutters	21%
Adams Technology	17%
CLN of South Florida	14%
International Welding Tech	12%

*Base: Total Answering who have buying influence  
Multiple answers permitted*

Which of the following suppliers of **Metal Fabrication** are you familiar with (i.e. currently use, have used in the past, have evaluated, or know about through your work)?  
Which of the following suppliers of **Metal Fabrication** would you consider purchasing from if you had a need for this product/service, regardless of whether you have had past experience with them?



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## Metal Fabrication (continued):

### Price

CLN of South Florida	47%*
International Welding Tech	43%*
Computerized Cutters	41%*
Adams Technology	31%*

### Service

International Welding Tech	71%*
Computerized Cutters	41%*
CLN of South Florida	32%*
Adams Technology	25%*

### Value

International Welding Tech	86%*
Adams Technology	56%*
CLN of South Florida	53%*
Computerized Cutters	52%*

### Quality

International Welding Tech	100%*
Adams Technology	69%*
CLN of South Florida	53%*
Computerized Cutters	52%*

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

\*Attention: Small base. Data should be used with caution due to higher margin of error.

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of Metal Fabrication.



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SIGNS OF THE  
TIMES

# Metal Fabrication (continued):

Innovation	
International Welding Tech	71%*
Adams Technology	50%*
Computerized Cutters	30%*
CLN of South Florida	26%*

Reputation	
International Welding Tech	86%*
Adams Technology	56%*
Computerized Cutters	52%*
CLN of South Florida	32%*

Availability	
International Welding Tech	57%*
Adams Technology	44%*
CLN of South Fla.	32%*
Computerized Cutters	26%*

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

\*Attention: Small base. Data should be used with caution due to higher margin of error.

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of Metal Fabrication.



# Metal Fabrication: NPS Score: Likelihood to Recommend

	Promoters	Neutrals	Detractors	NPS Score
International Welding Tech	71%*	14%*	14%*	<b>57*</b>
Adams Technology	50%*	31%*	19%*	<b>31*</b>
Computerized Cutters	33%*	26%*	41%*	<b>-7*</b>
CLN of South Florida	21%*	21%*	58%*	<b>-37*</b>

*NPS Score is calculated by subtracting the Detractors (those who rated the company 0-6) from the Promoters (those who rated the company 9-10). The NPS Score may not add up to the difference in the percentages due to rounding.*

*Base: Total Answering who have had experience with each brand*

*\*Attention: Small base. Data should be used with caution due to higher margin of error.*

On a scale of 0 to 10, how likely are you to recommend the following suppliers of Metal Fabrication to a peer or colleague? (0 being "Not Likely" and 10 being "Very Likely".)



**SIGNET**  
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**The following slides are based on 261 respondents who have buying influence for LED / Lighting.**



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# LED / Lighting:

Familiar with	
Sloan LED	57%
US LED	31%
Current Powered by GE	26%
Principal LED	26%
Osram Sylvania	26%
LED Modules	18%
Vantage LED	13%
Bitro Group	12%
Universal Lighting Technologies	10%
G2G Lighting	9%
International Lighting Technologies	8%
Everylite	7%
GOQ LED	6%
J.Freeman	3%
TRC Electronics	2%

Purchase Consideration	
Sloan LED	53%
Principal LED	32%
US LED	30%
Current Powered by GE	29%
Osram Sylvania	24%
LED Modules	21%
Bitro Group	16%
G2G Lighting	15%
Universal Lighting Technologies	15%
Vantage LED	14%
International Lighting Technologies	13%
Everylite	13%
GOQ LED	10%
TRC Electronics	9%
J.Freeman	8%

Base: Total Answering who have buying influence  
Multiple answers permitted

Which of the following suppliers of **LED / Lighting** are you familiar with (i.e. currently use, have used in the past, have evaluated, or know about through your work)?  
Which of the following suppliers of **LED / Lighting** would you consider purchasing from if you had a need for this product/service, regardless of whether you have had past experience with them?



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## LED / Lighting (continued):

Price	
TRC Electronics	75%*
GOQ LED	64%*
G2G Lighting	52%*
Principal LED	49%
LED Modules	38%
Vantage LED	37%*
Bitro Group	31%*
US LED	27%
Sloan LED	25%
Everylite	25%*
Osram Sylvania	19%
Universal Lighting Technologies	18%*
Current Powered by GE	16%
J.Freeman	14%*
International Lighting Technologies	11%*

Service	
TRC Electronics	50%*
J.Freeman	43%*
International Lighting Technologies	39%*
Principal LED	36%
Everylite	31%*
Bitro Group	31%*
G2G Lighting	29%*
Current Powered by GE	26%
GOQ LED	21%*
Sloan LED	20%
Universal Lighting Technologies	18%*
Vantage LED	17%*
US LED	16%
LED Modules	15%
Osram Sylvania	10%

Value	
TRC Electronics	75%*
Principal LED	53%
J.Freeman	43%*
G2G Lighting	38%*
GOQ LED	36%*
Bitro Group	31%*
Sloan LED	28%
US LED	26%
Everylite	25%*
Current Powered by GE	24%
Universal Lighting Technologies	23%*
LED Modules	23%
International Lighting Technologies	17%*
Vantage LED	17%*
Osram Sylvania	15%

Quality	
Current Powered by GE	74%
Sloan LED	65%
Principal LED	63%
Bitro Group	58%*
J.Freeman	57%*
TRC Electronics	50%*
Osram Sylvania	49%
G2G Lighting	48%*
Everylite	38%*
US LED	36%
Vantage LED	33%*
International Lighting Technologies	28%*
Universal Lighting Technologies	27%*
LED Modules	25%
GOQ LED	21%*

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

\*Attention: Small base. Data should be used with caution due to higher margin of error.

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of LED / Lighting.



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## LED / Lighting (continued):

Innovation	
Bitro Group	38%*
Everylite	38%*
G2G Lighting	33%*
Current Powered by GE	31%
J.Freeman	29%*
Principal LED	27%
Sloan LED	22%
LED Modules	18%
International Lighting Technologies	17%*
Vantage LED	17%*
GOQ LED	14%*
Universal Lighting Technologies	14%*
US LED	13%
Osram Sylvania	7%
TRC Electronics	0%*

Reputation	
J.Freeman	71%*
Current Powered by GE	52%
Sloan LED	43%
Bitro Group	42%*
Osram Sylvania	41%
Principal LED	37%
US LED	29%
International Lighting Technologies	22%*
G2G Lighting	19%*
LED Modules	15%
Vantage LED	13%*
Everylite	13%*
Universal Lighting Technologies	9%*
GOQ LED	7%*
TRC Electronics	0%*

Availability	
TRC Electronics	50%*
Principal LED	39%
G2G Lighting	38%*
Current Powered by GE	38%
Sloan LED	35%
J.Freeman	29%*
US LED	27%
Everylite	25%*
Bitro Group	23%*
LED Modules	20%
Osram Sylvania	19%
International Lighting Technologies	17%*
Universal Lighting Technologies	14%*
GOQ LED	7%*
Vantage LED	7%*

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

\*Attention: Small base. Data should be used with caution due to higher margin of error.

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of LED / Lighting.



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## LED / Lighting: NPS Score: Likelihood to Recommend

	Promoters	Neutrals	Detractors	NPS Score
J.Freeman	71%*	0%*	29%*	<b>43*</b>
Principal LED	57%	16%	27%	<b>30</b>
TRC Electronics	25%*	75%*	0%*	<b>25*</b>
Everylite	47%*	27%*	27%*	<b>20*</b>
Current Powered by GE	44%	25%	32%	<b>12</b>
Sloan LED	42%	28%	30%	<b>12</b>
Bitro Group	43%*	22%*	35%*	<b>9*</b>
G2G Lighting	43%*	19%*	38%*	<b>5*</b>
LED Modules	33%	23%	44%	<b>-10</b>
Universal Lighting Technologies	37%*	16%*	47%*	<b>-11*</b>
US LED	31%	20%	49%	<b>-18</b>
Vantage LED	31%*	19%*	50%*	<b>-19*</b>
Osram Sylvania	26%	24%	50%	<b>-24</b>
International Lighting Technologies	25%*	25%*	50%*	<b>-25*</b>
GOQ LED	14%*	7%*	79%*	<b>-64*</b>

*NPS Score is calculated by subtracting the Detractors (those who rated the company 0-6) from the Promoters (those who rated the company 9-10). The NPS Score may not add up to the difference in the percentages due to rounding.*

*Base: Total Answering who have had experience with each brand*

*\*Attention: Small base. Data should be used with caution due to higher margin of error.*

On a scale of 0 to 10, how likely are you to recommend the following suppliers of LED / Lighting to a peer or colleague? (0 being "Not Likely" and 10 being "Very Likely".)



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**The following slides are based on 374 respondents who have buying influence for Sign Supplies & Components.**



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**TIMES**

# Sign Supplies & Components:

Familiar with	
Gemini Letters	81%
Outwater Plastics	31%
Sign Bracket Store	30%
4Over	23%
Ornamental Posts	19%
JDS	18%
Gyford	17%
Stimpson	9%
King Plastic	5%

Purchase Consideration	
Gemini Letters	83%
Sign Bracket Store	38%
Outwater Plastics	32%
Ornamental Posts	26%
4Over	25%
JDS	23%
Gyford	21%
Stimpson	16%
King Plastic	14%

Base: Total Answering who have buying influence  
Multiple answers permitted

Which of the following suppliers of **Sign Supplies & Components** are you familiar with (i.e. currently use, have used in the past, have evaluated, or know about through your work)? Which of the following suppliers of **Sign Supplies & Components** would you consider purchasing from if you had a need for this product/service, regardless of whether you have had past experience with them?



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## Sign Supplies & Components (continued):

Price	
4Over	64%
Gemini Letters	54%
Outwater Plastics	48%
King Plastic	41%*
Stimpson	39%*
JDS	39%
Sign Bracket Store	33%
Ornamental Posts	22%
Gyford	16%

Service	
Gemini Letters	63%
JDS	44%
4Over	44%
Gyford	35%
Outwater Plastics	34%
Stimpson	32%*
Sign Bracket Store	32%
Ornamental Posts	27%
King Plastic	12%*

Value	
Gemini Letters	55%
4Over	52%
JDS	49%
Stimpson	46%*
Outwater Plastics	42%
Sign Bracket Store	40%
Gyford	38%
King Plastic	35%*
Ornamental Posts	28%

Quality	
Gemini Letters	87%
Gyford	67%
Sign Bracket Store	66%
Ornamental Posts	65%
JDS	60%
Stimpson	57%*
Outwater Plastics	42%
King Plastic	41%*
4Over	37%

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

\*Attention: Small base. Data should be used with caution due to higher margin of error.

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of Sign Supplies & Components.



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## Sign Supplies & Components (continued):

Innovation	
Gemini Letters	38%
Outwater Plastics	30%
Sign Bracket Store	26%
Gyford	25%
JDS	23%
4Over	22%
Ornamental Posts	22%
Stimpson	18%*
King Plastic	12%*

Reputation	
Gemini Letters	72%
JDS	46%
Stimpson	39%*
Gyford	38%
King Plastic	35%*
Sign Bracket Store	31%
4Over	30%
Outwater Plastics	28%
Ornamental Posts	27%

Availability	
Gemini Letters	68%
Outwater Plastics	57%
Gyford	55%
JDS	53%
4Over	44%
Stimpson	43%*
Sign Bracket Store	39%
Ornamental Posts	37%
King Plastic	35%*

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

\*Attention: Small base. Data should be used with caution due to higher margin of error.

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of Sign Supplies & Components.



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# Sign Supplies & Components: NPS Score: Likelihood to Recommend

	Promoters	Neutrals	Detractors	NPS Score
Gemini Letters	70%	23%	7%	<b>63</b>
JDS	61%	22%	17%	<b>44</b>
King Plastic	44%*	44%*	13%*	<b>31*</b>
Gyford	40%	46%	13%	<b>27</b>
Outwater Plastics	44%	36%	20%	<b>24</b>
Sign Bracket Store	45%	32%	23%	<b>23</b>
Ornamental Posts	40%	39%	21%	<b>19</b>
4Over	43%	28%	29%	<b>13</b>
Stimpson	31%*	42%*	27%*	<b>4*</b>

*NPS Score is calculated by subtracting the Detractors (those who rated the company 0-6) from the Promoters (those who rated the company 9-10). The NPS Score may not add up to the difference in the percentages due to rounding.*

*Base: Total Answering who have had experience with each brand*

*\*Attention: Small base. Data should be used with caution due to higher margin of error.*

On a scale of 0 to 10, how likely are you to recommend the following suppliers of Sign Supplies & Components to a peer or colleague? (0 being "Not Likely" and 10 being "Very Likely".)



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**SIGNS OF THE TIMES**

**The following slides are based on 138 respondents who have buying influence for Lift & Ladder Trucks.**



**SIGNET**  
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**TIMES**

# Lift & Ladder Trucks:

Familiar with	
Elliott Equipment	51%
Altek	43%
Wilke Manufacturing	34%
Stamm Manufacturing	10%
Brinks Van Ladder	7%
Garden State	1%
Modern Group	0%

Purchase Consideration	
Elliott Equipment	55%
Altek	37%
Wilke Manufacturing	35%
Stamm Manufacturing	16%
Brinks Van Ladder	12%
Modern Group	10%
Garden State	9%

Base: Total Answering who have buying influence  
Multiple answers permitted

Which of the following suppliers of **Lift & Ladder Trucks** are you familiar with (i.e. currently use, have used in the past, have evaluated, or know about through your work)?  
Which of the following suppliers of **Lift & Ladder Trucks** would you consider purchasing from if you had a need for this product/service, regardless of whether you have had past experience with them?



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## Lift & Ladder Trucks (continued):

Price	
Garden State	100%*
Stamm Manufacturing	50%*
Brinks Van Ladder	38%*
Wilke Manufacturing	28%
Altek	22%
Elliott Equipment	13%
Modern Group	0%

Service	
Garden State	100%*
Altek	44%
Wilke Manufacturing	40%
Elliott Equipment	37%
Stamm Manufacturing	25%*
Brinks Van Ladder	25%*
Modern Group	0%

Value	
Garden State	100%*
Wilke Manufacturing	45%
Altek	44%
Brinks Van Ladder	38%*
Stamm Manufacturing	33%*
Elliott Equipment	28%
Modern Group	0%

Quality	
Garden State	100%*
Elliott Equipment	77%
Altek	64%
Stamm Manufacturing	50%*
Wilke Manufacturing	50%
Brinks Van Ladder	25%*
Modern Group	0%

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

\*Attention: Small base. Data should be used with caution due to higher margin of error.

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of Lift & Ladder Trucks.



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## Lift & Ladder Trucks (continued):

Innovation	
Garden State	100%*
Brinks Van Ladder	38%*
Elliott Equipment	30%
Altek	26%
Stamm Manufacturing	25%*
Wilke Manufacturing	13%
Modern Group	0%

Reputation	
Garden State	100%*
Elliott Equipment	63%
Altek	56%
Wilke Manufacturing	50%
Stamm Manufacturing	42%*
Brinks Van Ladder	38%*
Modern Group	0%

Availability	
Garden State	100%*
Altek	40%
Brinks Van Ladder	38%*
Wilke Manufacturing	28%
Stamm Manufacturing	25%*
Elliott Equipment	25%
Modern Group	0%

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

\*Attention: Small base. Data should be used with caution due to higher margin of error.

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of Lift & Ladder Trucks.



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# Lift & Ladder Trucks: NPS Score: Likelihood to Recommend

	Promoters	Neutrals	Detractors	NPS Score
Elliott Equipment	58%	25%	17%	<b>42</b>
Altek	44%	28%	28%	<b>16</b>
Wilke Manufacturing	45%	25%	30%	<b>15</b>
Brinks Van Ladder	25%*	50%*	25%*	<b>0*</b>
Garden State	0%*	100%*	0%*	<b>0*</b>
Modern Group	0%	0%	0%	<b>0</b>
Stamm Manufacturing	25%*	33%*	42%*	<b>-17*</b>

*NPS Score is calculated by subtracting the Detractors (those who rated the company 0-6) from the Promoters (those who rated the company 9-10). The NPS Score may not add up to the difference in the percentages due to rounding.*

*Base: Total Answering who have had experience with each brand*

*\*Attention: Small base. Data should be used with caution due to higher margin of error.*

On a scale of 0 to 10, how likely are you to recommend the following suppliers of Lift & Ladder Trucks to a peer or colleague? (0 being "Not Likely" and 10 being "Very Likely".)



**The following slides are based on 345 respondents who have buying influence for Rigid Substrates.**



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# Rigid Substrates:

Familiar with	
Foam-Core Sentra	58%
Johnson Plastics	28%
Kommerling	24%
Polymershapes	12%
Encore Products	9%
King Plastic	9%
Palram	8%
Covestro	2%
Panel Processing	1%
Jain	1%

Purchase Consideration	
Foam-Core Sentra	57%
Johnson Plastics	31%
Kommerling	29%
Polymershapes	20%
Encore Products	18%
King Plastic	17%
Palram	15%
Panel Processing	10%
Covestro	10%
Jain	9%

Base: Total Answering who have buying influence  
Multiple answers permitted

Which of the following suppliers of **Rigid Substrates** are you familiar with (i.e. currently use, have used in the past, have evaluated, or know about through your work)?  
Which of the following suppliers of **Rigid Substrates** would you consider purchasing from if you had a need for this product/service, regardless of whether you have had past experience with them?



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## Rigid Substrates (continued):

Price	
Palram	52%*
Encore Products	43%*
Polymershapes	41%
Johnson Plastics	39%
Foam-Core Sentra	35%
King Plastic	33%*
Kommerling	27%
Panel Processing	25%*
Jain	0%*
Covestro	0%*

Service	
Panel Processing	50%*
Johnson Plastics	46%
Polymershapes	38%
King Plastic	22%*
Foam-Core Sentra	13%
Kommerling	12%
Encore Products	11%*
Palram	8%*
Jain	0%*
Covestro	0%*

Value	
Polymershapes	46%
Kommerling	38%
King Plastic	37%*
Foam-Core Sentra	37%
Palram	36%*
Johnson Plastics	35%
Panel Processing	25%*
Jain	25%*
Encore Products	21%*
Covestro	0%*

Quality	
Johnson Plastics	70%
Palram	68%*
Encore Products	68%*
King Plastic	67%*
Foam-Core Sentra	65%
Polymershapes	62%
Kommerling	60%
Covestro	60%*
Panel Processing	50%*
Jain	25%*

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

\*Attention: Small base. Data should be used with caution due to higher margin of error.

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of Rigid Substrates.



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## Rigid Substrates (continued):

Innovation	
Panel Processing	50%*
King Plastic	26%*
Johnson Plastics	20%
Polymershapes	19%
Kommerling	14%
Palram	12%*
Foam-Core Sentra	9%
Encore Products	4%*
Jain	0%*
Covestro	0%*

Reputation	
Covestro	60%*
Panel Processing	50%*
Johnson Plastics	45%
Polymershapes	38%
Kommerling	29%
Foam-Core Sentra	28%
King Plastic	26%*
Encore Products	25%*
Palram	8%*
Jain	0%*

Availability	
Johnson Plastics	52%
Palram	52%*
Polymershapes	51%
Foam-Core Sentra	47%
Kommerling	36%
King Plastic	33%*
Encore Products	32%*
Panel Processing	25%*
Covestro	20%*
Jain	0%*

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

\*Attention: Small base. Data should be used with caution due to higher margin of error.

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of Rigid Substrates.



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## Rigid Substrates: NPS Score: Likelihood to Recommend

	Promoters	Neutrals	Detractors	NPS Score
Johnson Plastics	52%	30%	18%	<b>34</b>
Polymershapes	51%	30%	19%	<b>32</b>
Palram	44%*	32%*	24%*	<b>20*</b>
Foam-Core Sentra	41%	38%	22%	<b>19</b>
Kommerling	36%	36%	28%	<b>8</b>
King Plastic	33%*	41%*	26%*	<b>7*</b>
Encore Products	25%*	39%*	36%*	<b>-11*</b>
Covestro	0%*	60%*	40%*	<b>-40*</b>
Panel Processing	0%*	50%*	50%*	<b>-50*</b>
Jain	0%*	0%*	100%*	<b>-100*</b>

*NPS Score is calculated by subtracting the Detractors (those who rated the company 0-6) from the Promoters (those who rated the company 9-10). The NPS Score may not add up to the difference in the percentages due to rounding.*

*Base: Total Answering who have had experience with each brand*

*\*Attention: Small base. Data should be used with caution due to higher margin of error.*

On a scale of 0 to 10, how likely are you to recommend the following suppliers of Rigid Substrates to a peer or colleague? (0 being "Not Likely" and 10 being "Very Likely".)



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**The following slides are based on 340 respondents who have buying influence for Magnetic Materials.**



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# Magnetic Materials:

Familiar with	
Magnum Magnetics	68%
Mag X	15%
Flexmag	11%
Master Magnetics	8%
Maghold	3%
New Force	1%
New Life Magnetics	1%

Purchase Consideration	
Magnum Magnetics	68%
Mag X	20%
Flexmag	19%
Master Magnetics	17%
Maghold	12%
New Life Magnetics	11%
New Force	10%

Base: Total Answering who have buying influence  
Multiple answers permitted

Which of the following suppliers of **Magnetic Materials** are you familiar with (i.e. currently use, have used in the past, have evaluated, or know about through your work)?  
Which of the following suppliers of **Magnetic Materials** would you consider purchasing from if you had a need for this product/service, regardless of whether you have had past experience with them?



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## Magnetic Materials (continued):

Price	
Flexmag	56%
Maghold	50%*
Magnum Magnetics	47%
Mag X	33%
Master Magnetics	25%*
New Force	25%*
New Life Magnetics	0%*

Service	
Maghold	25%*
Master Magnetics	21%*
Magnum Magnetics	21%
Flexmag	16%
Mag X	9%
New Force	0%*
New Life Magnetics	0%*

Value	
New Life Magnetics	67%*
Maghold	63%*
Flexmag	47%
Magnum Magnetics	44%
Master Magnetics	33%*
Mag X	27%
New Force	0%*

Quality	
New Force	75%*
Maghold	75%*
Magnum Magnetics	73%
New Life Magnetics	67%*
Master Magnetics	58%*
Flexmag	56%
Mag X	49%

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

\*Attention: Small base. Data should be used with caution due to higher margin of error.

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of **Magnetic Materials**.



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## Magnetic Materials (continued):

Innovation	
Flexmag	16%
Magnum Magnetics	15%
Maghold	13%*
Master Magnetics	4%*
Mag X	2%
New Force	0%*
New Life Magnetics	0%*

Reputation	
Maghold	38%*
Magnum Magnetics	32%
Flexmag	31%
New Force	25%*
Master Magnetics	21%*
Mag X	11%
New Life Magnetics	0%*

Availability	
Maghold	75%*
Magnum Magnetics	60%
Flexmag	41%
Mag X	38%
Master Magnetics	21%*
New Force	0%*
New Life Magnetics	0%*

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

\*Attention: Small base. Data should be used with caution due to higher margin of error.

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of **Magnetic Materials**.



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# Magnetic Materials: NPS Score: Likelihood to Recommend

	Promoters	Neutrals	Detractors	NPS Score
New Life Magnetics	67%*	33%*	0%*	<b>67*</b>
New Force	75%*	0%*	25%*	<b>50*</b>
Magnum Magnetics	53%	33%	14%	<b>39</b>
Flexmag	41%	28%	31%	<b>9</b>
Mag X	38%	29%	33%	<b>5</b>
Master Magnetics	30%*	43%*	26%*	<b>4*</b>
Maghold	25%*	38%*	38%*	<b>-13*</b>

*NPS Score is calculated by subtracting the Detractors (those who rated the company 0-6) from the Promoters (those who rated the company 9-10). The NPS Score may not add up to the difference in the percentages due to rounding.*

*Base: Total Answering who have had experience with each brand*

*\*Attention: Small base. Data should be used with caution due to higher margin of error.*

On a scale of 0 to 10, how likely are you to recommend the following suppliers of **Magnetic Materials** to a peer or colleague? (0 being "Not Likely" and 10 being "Very Likely".)



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**The following slides are based on 132 respondents who have buying influence for Moving Messages.**



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# Moving Messages:

Familiar with	
Daktronics	71%
Watchfire	59%
ThinkSign	20%
Adaptive Microscreen	10%
Trans Lux	7%

Purchase Consideration	
Daktronics	57%
Watchfire	57%
ThinkSign	22%
Trans Lux	13%
Adaptive Microscreen	13%

Base: Total Answering who have buying influence  
Multiple answers permitted

Which of the following suppliers of **Moving Messages** are you familiar with (i.e. currently use, have used in the past, have evaluated, or know about through your work)?  
Which of the following suppliers of **Moving Messages** would you consider purchasing from if you had a need for this product/service, regardless of whether you have had past experience with them?



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## Moving Messages (continued):

Price	
Adaptive Microscreen	45%*
ThinkSign	36%*
Watchfire	23%
Daktronics	15%
Trans Lux	13%*

Service	
Watchfire	53%
Adaptive Microscreen	36%*
Daktronics	35%
ThinkSign	27%*
Trans Lux	25%*

Value	
ThinkSign	50%*
Watchfire	44%
Trans Lux	25%*
Daktronics	24%
Adaptive Microscreen	9%*

Quality	
Watchfire	77%
Daktronics	60%
ThinkSign	55%*
Adaptive Microscreen	27%*
Trans Lux	25%*

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

\*Attention: Small base. Data should be used with caution due to higher margin of error.

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of Moving Messages.



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## Moving Messages (continued):

Innovation	
Trans Lux	38%*
Watchfire	36%
Daktronics	34%
ThinkSign	27%*
Adaptive Microscreen	9%*

Reputation	
Watchfire	62%
Daktronics	53%
ThinkSign	36%*
Adaptive Microscreen	18%*
Trans Lux	13%*

Availability	
Watchfire	41%
ThinkSign	32%*
Daktronics	29%
Trans Lux	25%*
Adaptive Microscreen	18%*

Base: Total Answering who have had experience with each brand  
Multiple answers permitted

\*Attention: Small base. Data should be used with caution due to higher margin of error.

Please check the attributes you FAVORABLY associate with each of the companies below as suppliers of Moving Messages.



# Moving Messages: NPS Score: Likelihood to Recommend

	Promoters	Neutrals	Detractors	NPS Score
Watchfire	51%	18%	31%	20
ThinkSign	30%*	45%*	25%*	5*
Daktronics	35%	27%	38%	-3
Adaptive Microscreen	18%*	18%*	64%*	-45*
Trans Lux	13%*	25%*	63%*	-50*

*NPS Score is calculated by subtracting the Detractors (those who rated the company 0-6) from the Promoters (those who rated the company 9-10). The NPS Score may not add up to the difference in the percentages due to rounding.*

*Base: Total Answering who have had experience with each brand*

*\*Attention: Small base. Data should be used with caution due to higher margin of error.*

On a scale of 0 to 10, how likely are you to recommend the following suppliers of Moving Messages to a peer or colleague? (0 being "Not Likely" and 10 being "Very Likely".)



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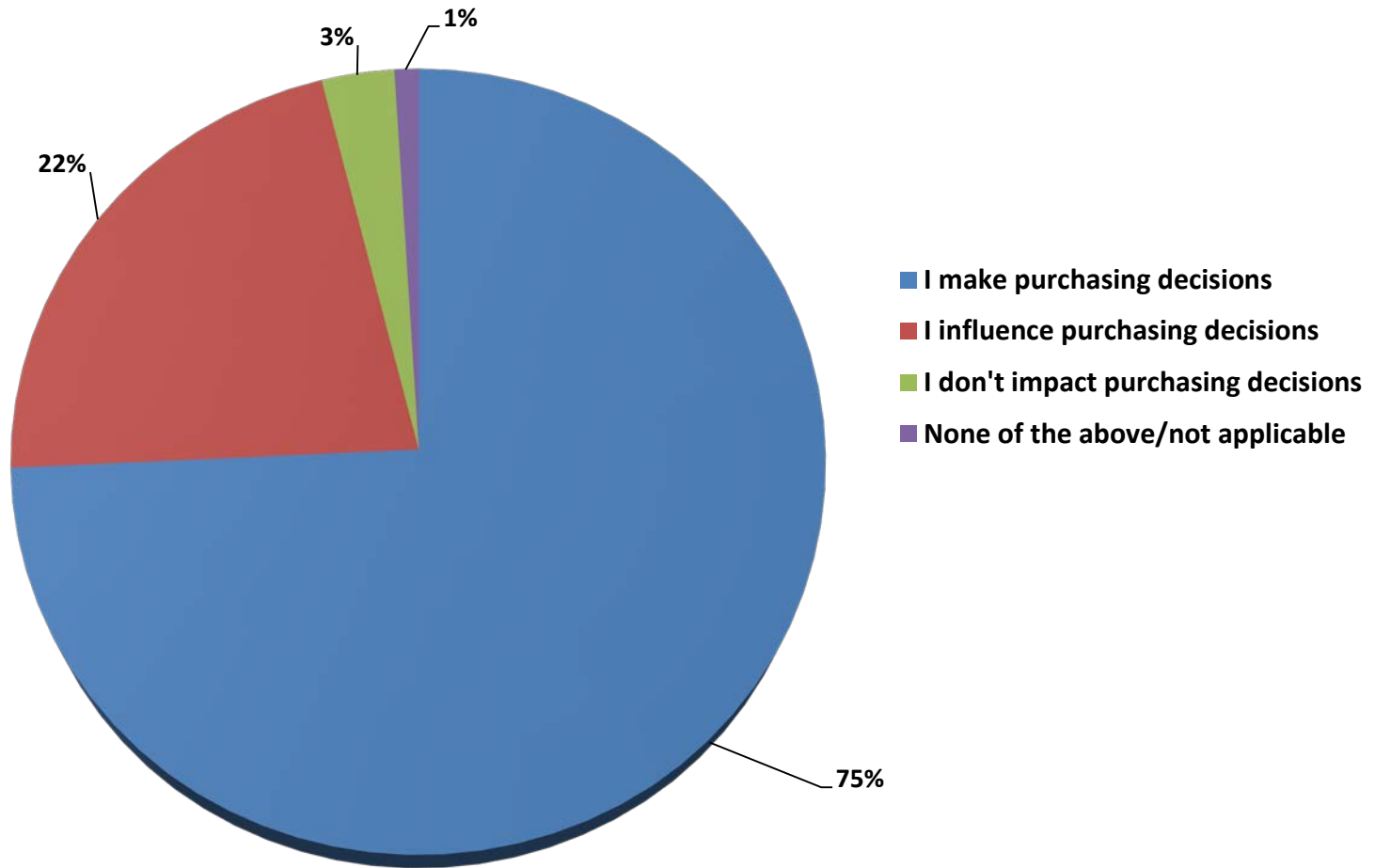
# Demographic Information



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# Purchasing Role



Percentages may not add up to 100 due to rounding.  
Base: Total Answering

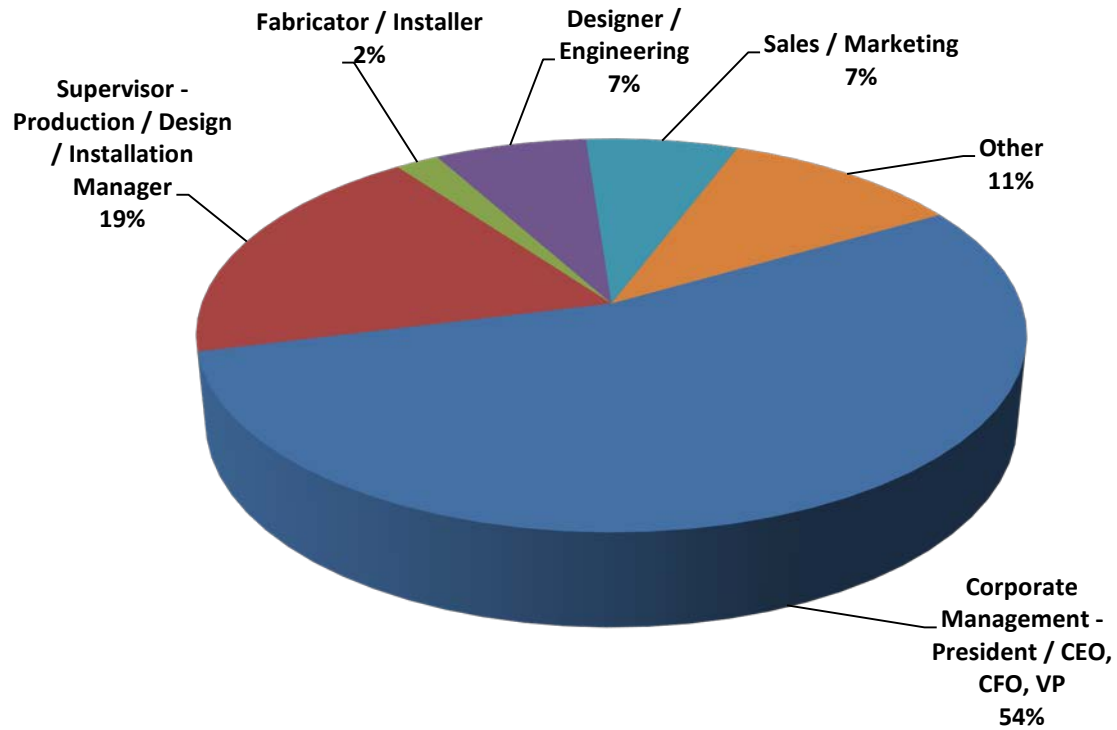
Please indicate if you have a role in the specification, recommendation, approval or purchasing within your company?



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# Job Title/Function



Percentages may not add up to 100 due to rounding.  
Base: Total Answering

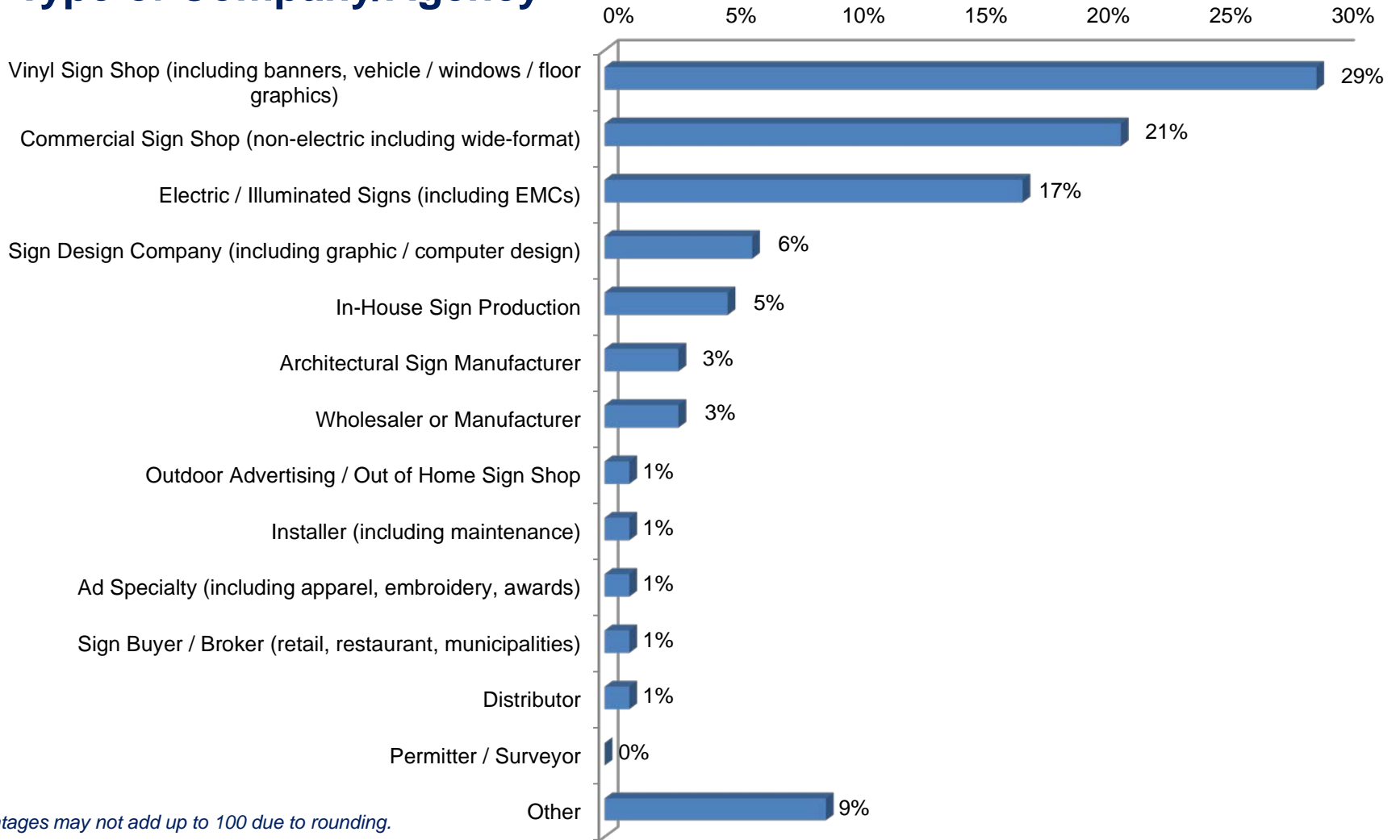
Which of the following categories best describes your primary job title / function?



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# Type of Company/Agency



Percentages may not add up to 100 due to rounding.  
Base: Total Answering

Which of the following best describes the type of company/agency you work for?



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