



INTERNATIONAL SIGN ASSOCIATION

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March 25, 2020

Dear NASSD Members:

The International Sign Association has provided the below language to various state organizations and federal agencies urging them to include sign and graphics companies as “essential businesses” or “critical infrastructure” as states and localities enact business closures to deal with the COVID-19 pandemic. Please feel free to send to your sign company customers and to any state or local officials with whom you have contact.

Sign and graphics companies provide critical supply chain and construction services to every typical “essential business” or “critical infrastructure” that is being allowed in states and localities under “shutdown” orders. *Most importantly, signs are vital to healthcare facilities.* Our public health buildings require constant and ever-changing emergency directional signs, health and safety warning signs, and patient information and instruction signs.

In addition, we serve other important “essential” industries. Whether it’s lawn signs in front of a restaurant directing drivers to the curbside pickup location, window signs in grocery stores advertising that toilet paper is in stock, a bank’s digital sign broadcasting critical public service messages to a community, illuminated signs at a gas station that need to be visible at night, or banners indicating that a pharmacy is open during these days of uncertainty, the sign and graphics industry plays a key role in helping these “essential businesses” communicate important information with the general public.

If sign and graphics companies are required to shut down, consider the ramifications for their “essential business” customers. It will be impossible for these “essential businesses” to serve the public as effectively without the latest visual communications to inform and direct citizens. The situation across the country is incredibly fluid and changing every day, and these “essential businesses” need to have their signage updated as quickly and as flexibly as possible by their sign and graphics providers. *Every day during this pandemic, our “essential” customers are asking us for their signs!*

The importance of signs and graphics to provide directions, information, warnings, wayfinding and other visual communications in our communities is more urgent than ever, and sign and graphics companies must be kept open to meet this critical and ever-expanding need. It is essential to support the more than 30,000 sign and graphics companies in the United States, and their millions of “essential business” customers, by including them under the “critical infrastructure” or “essential businesses” classification as soon as possible.

Sincerely,

Lori Anderson

President & CEO

International Sign Association