

How long have you been in business?	Do you offer more than just engraving? If so please list other services you provide (ex: sublimation).	What was your total sales for the year 2009?	What are your 3 top selling products?	What products or services have you seen a decrease in over the past year?	Is your business full time or part time?	Approx how many hours do you work per day?	Are you a member of a promotional products organization (ASI, PPAI, etc)? If you are, have these organizations helped your business grow?	Do you send out fliers or advertisements by mail or email at least once per year? If so, would you say this is relatively successful for you?	Would you say this year has been better or worse as far as sales than in years past? Please feel free to add any comments.	What is your overall opinion of the engraving industry's future? Do you feel the economy has had a substational impact on the engraving industry?
4 yrs	Cnc routing, dye sublimation, sand carving, id cards	\$87,500		I'm mostly commercial business so I don't have products for sale - best selling is cermark with the laser and sandcarving		8-10 hrs	No, not my market	All word of mouth advertising	I have had double-digit growth for the last 4 years, ever since starting	N/A
6+ yrs	Cnc routing and engraving and custom wood working of all types	No where enough		Haven't got a handle on number one yet	Thank God for the day job so that makes it part time	4+ hrs	No	No	N/A	N/A
6 yrs	Electronics and mechanical engineering skills	N/A	Labels/small signs, switch panels	Awards	Full	6 hrs	No	No. Tried mailing fliers when I started with zero results	A little bit worse	Industrial stuff down a bit. Decorative stuff down a LOT
15 yrs	Promotional products was first, then embroidery 2nd and engraving was 3rd	\$65,000	Engraving products = name badges, plaques, signs	Name badges	Full	10 hrs	ETA	Enclose fliers with local business billings some times.	Worse	Really feeling the pressure from price and the net.
15 yrs	No	\$360,000	Trophies and awards	Low end awards	Full	9 hrs	Yes. ASI & PPAI	No	About the same	Strong growth ahead
15 yrs	I sell equipment and materials for engraving	\$150,000	GCC lasers, Alumamark, 3M laser films for security labels	Rowmark plastics	Full	10 hrs	No	Yes, practically this is main tool for me now	Worst year in my history	Engraving industry is recovering follow economy recovering
3 yrs	Yes	Engraving < \$2,000	Pet memorials, paper weights, plaques	Pet memorials	Part	On engraving <1	No	No	Worse	Positive, yes economy has an impact, until the fear of the unknown is gone from politics we are in a world of hurt.
5 yrs	Graphic design	Approx. \$20,000	Limited edition mah jong games, edge-lit lights	N/A	Part	4 hrs	No	Email, fliers, both succesful - word of mouth better	Same	I deal with a niche market so I cannot comment on general effects.
2 yrs	Shell jewelry	\$15,000	Jewelery, name tags, signs	None	Full	8 hrs	No	No	Slightly better	Yes, economy has had major (bad) impact with slight recovery recently
1 yr	No	N/A	Tiles, frames, rc airplane parts	N/A	Part	1-4 hrs	No	No	N/A	N/A
2 yrs	Engraving, cutting, photo's, computer repair and new	\$2,000	Software for Lasercut Inc. lasers	N/A	Part	2-8 hrs	N/A	N/A	N/A	Cutting is better
21 yrs	Hotstamping, sandblasting, quick printing, fax service, print broker	> \$80,000 < \$100,000	Glassware, industrial signage, granite plaques and awards	Exports to other countries	Full	9-12 hrs	No	Other than my website, I do not advertise. I have a 5-10 day turnaround now, to much business can be as bad as too little.	About Average	The poor economy has had no real effect on me
38 yrs	Wood gift items, job shop cutting and assembly	\$58,000	Engraved boxes, nite lites, magnetic post-its	None, all increased	Part	4-5 hrs	No	No	Better, added ~ 400 new accounts	N/A
1 1/2 yrs (more of a hobby)	Mostly custom woodworking	Not nearly enough	Engraved pens	N/A	Part	Varies widely	No	No, word of mouth only	Better	Tough times were everywhere and impacted everyone
5 yrs	No	\$20,000	Dog tags, glass nail files, wood signs	All	Part	4 hrs	No	No	Worse	Yes for economy impact
7 yrs	Photography	\$45,000	Name tags	N/A	Mostly full	4+ hrs	No	No	N/A	Yes
12 yrs	Sublimation, CNC routing, Vinyl Cutting	N/A	Signs, Custom laser shapes from acrylic	None	Full	10-12 hrs	No	No	Better	N/A
3 yrs	Custom laser cutting	\$12,000	Acrylic shapes, letters, custom designs	Jewelry stands	Part	5 hrs	No	No	Better. More word of mouth.	Don't know
2 yrs	CAD design, CNC machining, thermo-forming	N/A	Jobshop for manufacturing	POP	Part	3 hrs	No	No	Better	I see the rising costs of raw materials and just-in-time manufacturing of components affecting my business.
1 1/2 yrs	No	\$53,000	Graduation gifts, medallions, plaques	Trophies	Full	8-10 hrs	No	No	Better	For us, sports groups make up 75% of our business so they are a strong market in our area.
3 yrs	Cnc router work	\$13,000	Photo work, signs, wall art	Everything is down equally	Part	2-3 hrs	No	N/A	Worst year yet.	Every industry is suffering it would seem. Things will get better. It may take a few years.
17 yrs	Vinyl lettering/graphics, digital imaging, installation, sign surveying, sandblasted signs,graphic design	\$16,000	Laser cut acrylic lettering/logos, laser cut parts for manufacturing, engraved signs.	Vinyl Signs, custom marking / personalization of gifts, real estate signs.	Part time since May 2009.	2-3 hrs	Have been, waste of time.	Tried, waste of time and money.	Better than 2009, worse than all other years since 2001.	Yes, the economy has resulted in people doing without rather than pay what it's worth, and cheap imported equipment means more customers will buy their own.
3 yrs	I have a small home business offering website design and small quantity desktop publishing as well as laser stuff. I work 2 days a week as an IT teacher - my main income - the other work satisfies my frustrated creative side.	N/A	Engraving wooden pens, engraving wood for trophies (trays etc), anodized key rings	None	Part	8 hours per day 3 days per week. More if I have a big job.	No	Sponsor golf pens and tees at a couple of evenst. This has generated some business.	Growing every year.	In the 3rd world there is still plenty of room for growth.
3 yrs	Rotary, dye sublimation	\$60,000 +-	Shells, sterling silver	Dye sub	Full	7 hrs	No	No	Better- changed location	Good future-- some impact on mine
10 yrs	Print/cut, garments, signs, banners, dye sub, web design, computer consulting	\$4,000	LED signs, shirts, banners	Dye sub	Part	1 hr	No	No	Better	It's as bright as you want it to be. I do this on the side and never advertise...just word of mouth. The economy hasn't really impacted my side business.
2 yrs	Sublimation, vinyl	N/A	Trophy, awards, signs	N/A	Part	2 hrs	No	No	Slightly better	N/A
10 yrs	Sandcarving, Laser Sublimation, Epoxy Doming	\$220,000	Crystal, plaques, plastic industrial tags	None	Full	12 hrs	No - There is no need to do so to be in that industry.	No	I have had 10 consecutive years of growth over the prior year.	The future is incredible for our industry. The opportunities surround us every minute of every day.
21 yrs	Sublimation, ad specialties	\$350,000	Plaques, crystal, acrylic	Trophies	Full	10 hrs	No	No	Sales are down 2%	It will get worse as more small "home" lasers and engravers are sold
1 yr	Some custom wood items (pens, urns)	2 months, approx \$2,500	Stone coasters, wood plaques, mirrors	N/A	Full	8 hrs	No	Not yet but plan to.	N/A	OK economy really hurt wholesale orders
23 yrs	Hot stamping	\$300,000 +	N/A	N/A	Full	8 hrs	ARA, not noticibly	No	Hard to compare since we enlarged the store. Overall, we are down slightly over last year	The economy has impacted everything.
3 yrs	No	\$2,000	N/A	Everything	Part	2 hrs	No	No	2010 Mixed - Spring far worse - Summer 1,000 x better - Fall not so good so-far	Some - Individuals and corporations are spending far less
38 yrs	Sublimation, engraving, laser, custom picture framing, magic touch laser print	\$240,000	Plaques, framing, nametags	Everything	Full	9-10 hrs	Member of ARA, SAGE, PFFA and no it has not helped	E-marketing on a monthly basis	Worse	Yes
11 yrs	Custom glass fusing	\$32,000	Engraved dichroic glass	All	Part	3-4 hrs	No	No	Worse	Yes
21 yrs	Vinyl stickers	\$100,000	All custom work business to business	Automotive industry	Part	5-6 hrs, depending on orders	No	No	Approx. same	Yes it has
10 yrs	Signs, banners, promotional items	\$4,000	LED bases, custom acrylic designs, shirts	Dye sub	Part	2 hrs	No	No	Same	It's been fine

SUMMURY

Average number of years in business: 9.74

Average sales for 2009: \$83,192.00

Median sales for 2009: \$38,500.00

Average hours worked: 5-6 (5 hrs 48 min average)

Most respondents work part time (19 part time out of 35).

40% of respondents felt that this year has been better than last year.

32% felt that this year has been worse than last year.

14% felt that it was the same while the other 14% did not answer.

Most respondents do not send marketing materials out to customers.

Respondents generally are not members of a promotional products organization.

