



Image by Mark De Jesus

PREDICTIONS

“THE OUTLOOK FOR 2007 IS POSITIVE, due to a strong economy, advances in sign technology and an increased awareness of the role of design in general. Signs will become more ‘playful’ and geared to specific tasks. Even when large corporations are asking for sign quantities in the thousands, custom-made signs are preferred over readily available systems. At the very least, sign systems use add-ons or are otherwise modified to make them more personal.” – **Udo Schliemann, associate and senior designer, Gottschalk+Ash International**

“THE ECONOMY LOOKS STRONG FOR 2007 and sales will be higher. With all of the construction going on, there is a lot of interest in new signs for new buildings. And sign designs are getting fancier, as everyone wants to look different and stand out.” – **Boris Kaminsky, marketing manager, Gregory Signs & Engraving**



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