

Awards Crafters Highlights Losses Suffered by Awards Stores Due to Recent Pandemic

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Manassas, VA. - Small businesses in many different industries throughout the country have been severely impacted by the pandemic over the past year. While this phenomenon was noted for industries such as restaurants and locally-owned clothing stores, motivating community members to shop at these local establishments rather than chains, locally owned awards stores in Manassas and across the country were often forgotten.

The award industry has taken a beating this year, unlike anything the stores have ever experienced before. Even though most communities tried to shop local to support their community, with the cancellations of many sporting and corporate events, consumers never had an incentive to buy from awards stores throughout the pandemic. Locally owned and operated award shops are often the heart of the community, being the source of tournament trophies, personalized gifts, and employee appreciation items for almost every small event in town.

Local award shops did their best to find other ways of helping the community and earning a livelihood by producing new products such as custom face masks, face shields, barriers in acrylic or plastic for offices, and signs for coronavirus guidelines. Unfortunately, only a handful of stores were able to use the new items to maintain their income, leaving numerous retailers unsure of the industry's future.

The awards shops across the country look forward to the upcoming year and are thankful for the vaccines, which will allow for the return of holiday celebrations, sporting events, and award ceremonies in communities across the nation.

Founded in 1964, Award Crafters designs, manufactures, and distributes a variety of awards and recognition items to valued customers. Items offered by the award store include promotional products, custom engraving, personalized gifts, and so much more. Award Crafters is committed to continuing to service the Manassas area for years to come. For more information regarding products or services give Award Crafters a call at (703) 818-0500 or visit them online at https://www.awardcrafters.com

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For more information about Award Crafters, Inc., contact the company here:Award Crafters, Inc.Jim Munden(703) 818-0500info@awardcrafters.com8854 Rixlew LaneManassas, VA 20109

Award Crafters, Inc.

Since 1964 Award Crafters has been designing, manufacturing and distributing Awards and Recognition Items for years.Award Crafters partners with the best suppliers in the industry. You can be confident that if we don't make it in house, we can get it.

Website: http://www.awardcrafters.com/

Email: info@awardcrafters.com

Phone: (703) 818-0500