

Specialty Engraving & Trophies Highlights Effects of Pandemic on the Awards and Trophy Industry

April 28, 2021

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Atlanta, GA.- The pandemic has severely hurt small businesses in a variety of industries throughout the country over the past year. In some cases, brands like local clothing stores or restaurants were enticing members of communities to shop at the local establishment rather than a chain. However, locally owned trophy stores in Atlanta and all over the country were often neglected.

There has been a significant decrease in the trophy and award industry this year, unlike anything the stores have ever seen before. Despite local consumers' efforts to shop local to support their community, many sporting and corporate events were canceled, so consumers never had a reason to buy from award stores for the duration of the pandemic. In many small towns, the trophy shops have become the heart of the community, often providing tournament trophies, personalized gifts, and thank-you items for every small event in the town.

By producing custom face masks, face shields, and barriers provided by acrylic and plastic for offices, as well

as signs that help coronavirus guidelines, local award shops made a serious effort to serve the community well as well as earn a living. The new items have been ineffective at keeping stores' revenues up, leaving numerous retailers uncertain about the industry's future.

Vaccinations give these award and trophy shops hope for the upcoming year and they are thankful for what will be the return of holiday celebrations, sporting events, and award functions throughout the country.

Located just north of Atlanta, Specialty Engraving & Trophies is a locally owned and operated company that has been a vital part of their community since 1958. This company provides a wide variety of products and services including custom medals, personalized gifts, and more. The Specialty Engraving & Trophies store currently offers two convenient store locations in Suwanee and Midtown Atlanta. For more information about ordering custom trophies or any other product offered by the awards store, give them a call at (770) 448-3386 or visit them online at?www.specialtyengraving.com.

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Specialty Engraving & Trophies, Inc.

Specialty Engraving & Trophies, Inc. is a full service awards dealer, providing Custom Awards, Monthly Recognition Programs, Name Badges, Plaques, Trophies, Customized Apparel and Advertising Specialty Products.

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