



## **International Sign Association Webinar Addresses Sign Industry Tariffs with National Branding Insights**

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The International Sign Association (ISA) recently hosted a national webinar titled "The Impact of Estimating with Current Tariffs," bringing together sign industry professionals to discuss the effects of tariffs on material costs, supply chains, and project estimating. Held to provide actionable strategies for navigating economic challenges, the event featured key contributions from National Branding, a full-service signage and brand management company. The discussion highlighted how tariffs have reshaped operational practices and underscored the industry's shift toward data-driven solutions.

The webinar focused on the volatility introduced by tariffs, particularly affecting materials like aluminum, steel, LEDs, and ACM panels. These fluctuations have disrupted traditional pricing models, shortening quote validity periods from 30-90 days to as little as seven days in some cases. Suppliers have adopted just-in-time inventory practices, leading to longer lead times and potential material shortages. The event explored how companies are adapting through real-time cost tracking, multi-vendor sourcing, and predictive modeling to maintain project stability.

National Branding, selected for its extensive experience managing thousands of projects across the United

States, played a prominent role in the conversation. The company's insights drew from its work on large-scale brand rollouts for sectors such as healthcare, education, and hospitality. By sharing practical approaches to cost management and supply chain coordination, National Branding illustrated how proactive strategies can mitigate tariff-related disruptions.

Bob Chapa, CEO of National Branding, emphasized the need for adaptability. "Tariffs have accelerated the industry's move toward precision and collaboration," Chapa stated. He noted that integrating technology and fostering strong supplier relationships are critical for maintaining efficiency in a volatile market.

The webinar also addressed broader industry trends. Estimating practices, once based on experience, now rely on historical data and forecasting tools to account for unpredictable pricing. Companies are building stronger communication channels with suppliers to manage inventory risks. The discussion touched on the potential for increased domestic production of components like LEDs and structural materials, which could reduce reliance on international sources if tariffs persist. Such shifts may lead to more transparent cost structures and professionalized operations across the sector.

Chapa provided further context on the evolving landscape. "The pressures from tariffs highlight the importance of clear communication and strategic planning," he said. This perspective resonated with attendees, as National Branding's methods for handling multi-location projects offered a model for others to emulate.

The event underscored the sign industry tariffs as a catalyst for operational improvements. Participants gained insights into balancing cost control with project delivery, with National Branding's contributions highlighting the value of experience in navigating complex challenges. The company's expertise in managing over 500 projects daily, supported by proprietary software for real-time tracking, served as a practical example of how to address tariff impacts effectively.

The ISA, known for its advocacy and educational initiatives, organized the webinar to foster collaboration and share knowledge. The association represents manufacturers, suppliers, and users of on-premise signs, offering resources like training programs and industry research to support its members. This webinar aligned with its mission to advance the sign, graphics, and visual communications industry by addressing pressing economic issues.

National Branding's participation reflects its longstanding commitment to industry leadership. With over 25 years of experience, the company specializes in end-to-end signage solutions, from design and fabrication to installation and compliance. Its services include brand consulting, custom fabrication, national installations, and lease financing, catering to clients in franchising, corporate environments, and real estate development. National Branding's ability to maintain brand consistency across multiple sites has made it a trusted partner

for complex projects.

The webinar's focus on tariffs provided a timely platform for the industry to reassess its strategies. As companies face ongoing economic uncertainties, events like this offer critical opportunities to share expertise and develop solutions. National Branding's role in the discussion highlighted its position as a forward-thinking contributor to the sector's evolution.

By addressing the practical implications of tariffs, the ISA webinar equipped attendees with tools to adapt to changing conditions. The event's emphasis on collaboration and innovation reflected the industry's resilience, with National Branding's insights serving as a valuable guide for navigating the path forward.

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## **National Branding**

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