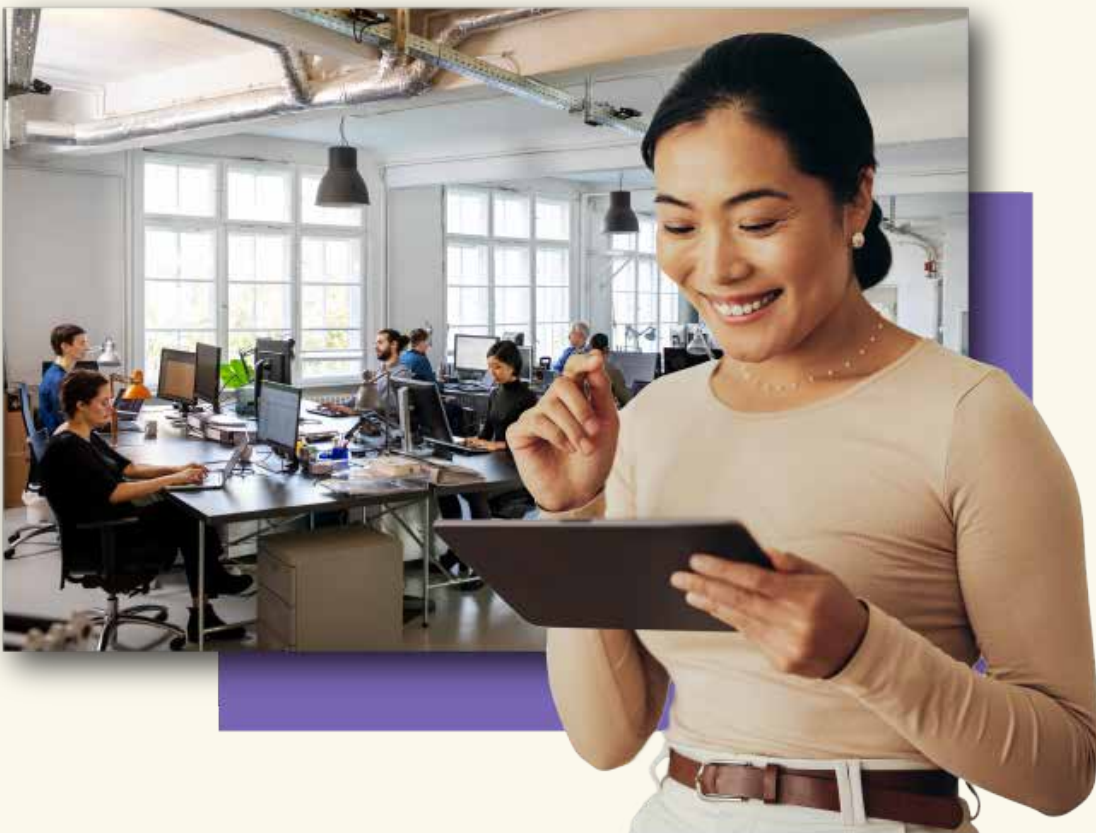


SEMPERSM

INTERNATIONAL

PRINT & PREMEDIA STRAW POLL
Q2: Spring 2022

Strong Profits with Some Weakness in Expectations



Welcome Back,

It has been three years since we had the privilege of providing this service to the community. Much has changed over the last several years – new clients, new website, more automation, founders moving on – but the great service you’ve come to depend on from Semper Group has not, nor has our inclination to give back to the industry.

Over the last decade, I felt I had taken a step back from what was the fun and the core mission of the Semper Group – **always be there for our clients, expand into new areas, and meet the demands of the digital age.** With great pleasure, I’m now able to help the company focus on the future and leverage valuable tools from the past, like this survey. I was surprised and honored over the years to receive feedback from many of you about this survey and, at your urging, we are bringing it back.

The survey started decades ago because we were in a position to help facilitate a neutral exchange of information and some physical items between competing entities. We became a trusted source to find things like ink, metal plates, and other items needed at the last minute by one company and to be borrowed by another. From there, the trust grew. By collecting information, we could share accurate info on how the industry was doing as a whole and be widely known to keep the specifics confidential.

With that said, and knowing short-and-sweet is the name of the game now adays, the results of the 2022 2nd quarter poll:

Looks like record profits for the second quarter – these are some of the highest numbers I’ve ever seen. Companies should be building their cash to weather the coming interest rate hikes, but not all shops are doing well. Not all is “rosy” as you will see in the survey with many businesses reporting steady sales and some reporting decreasing sales. With the Fed on its inflation rampage we suspect the next survey will really show us some impact of their actions.

Clearly, with the old axiom “don’t fight the fed” in mind we all are concerned they will overdo it. Instead of using more targeted tools in the government’s arsenal (and because of political dysfunction) the fed has become the blunt hammer to work with for the government, rather than allowing a market-based solution or a more managed and targeted technical one. One way or the other, the best survey will be mid-October and will be very interesting.

If you have questions, please feel free to reach out to daver@semperllc.com

Thank You,

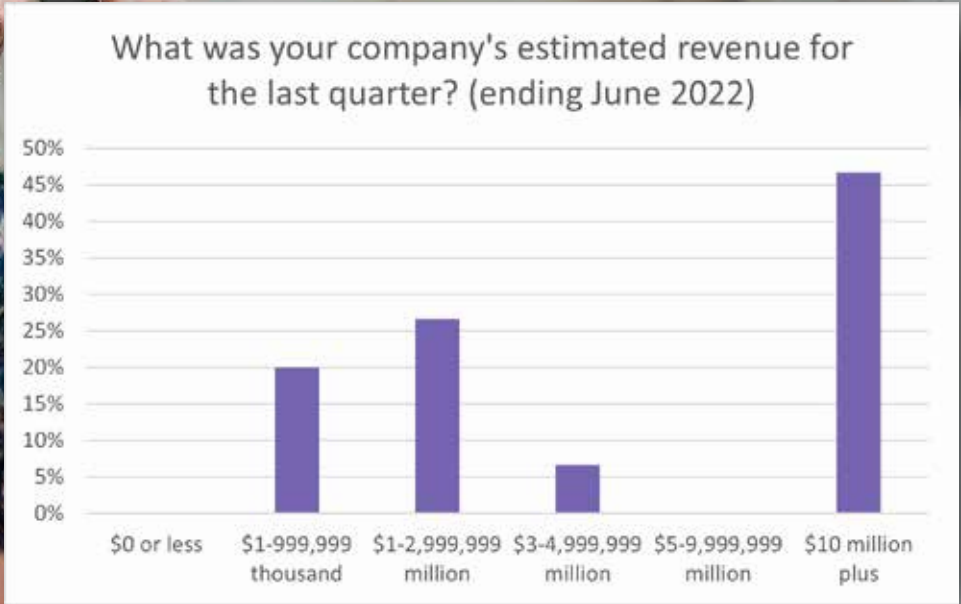
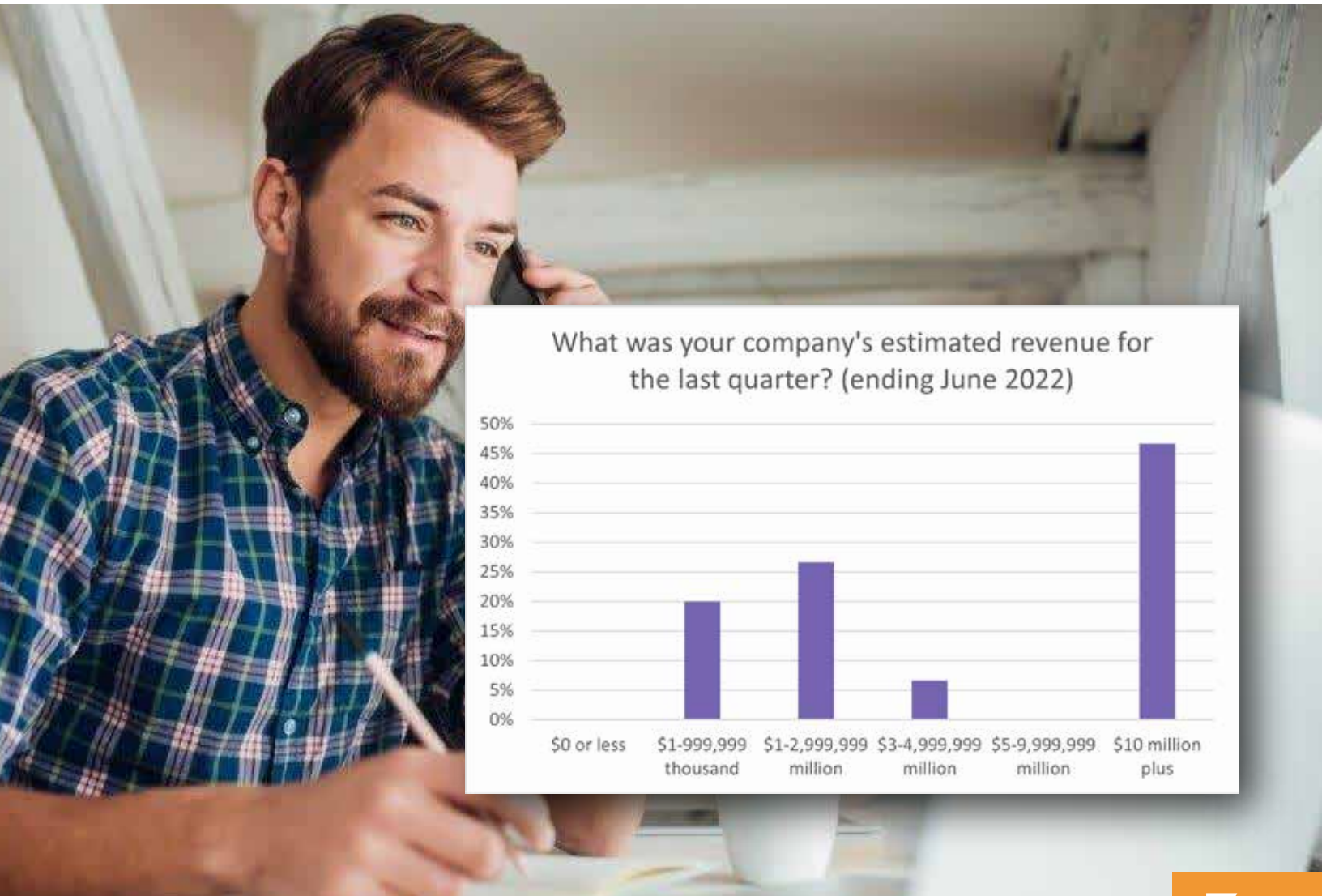
Dave Regan, CEO Semper International

Poll Results

Question One

What was your company's estimated revenue for the last quarter? (Ending June 2022)

The results here show a decent spread in company size based on sales with a large amount under 2 million and equally larger number over 10 million. The larger and wider the sample, the more accurate.



Question Two

**What was your company's net profit percentage (net profit / total sales x 100) last quarter ending June 2022?
(Sales 100 - cogs - sga - other taxes and other items = net income)**

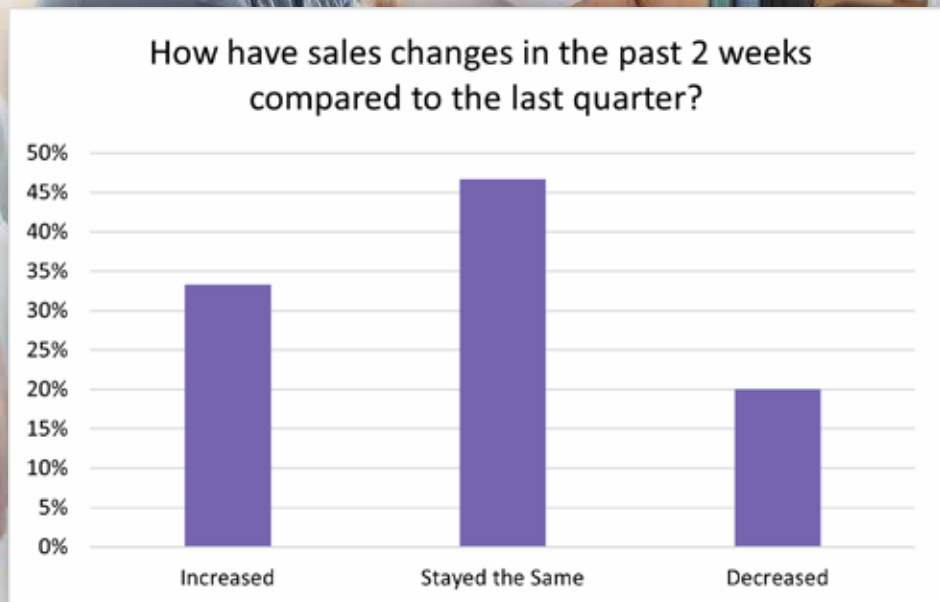
We have several reporting low single digit profit percentages or a loss. However, 70% of respondents indicate their net profit margin is north of 8% a historically healthy number. Profit margin is critical to a business's future potential and value.



Question Three

How have sales changes in the past 2 weeks compared to the last quarter?

At the time of the survey, we had just been coming out of the summer holiday and vacation period and so this question reflects that. However, we feel there is the likelihood of a further decrease in sales as we traverse the third quarter.



Question Four

How do you expect sales to change during the current quarter ending Sept 2022?

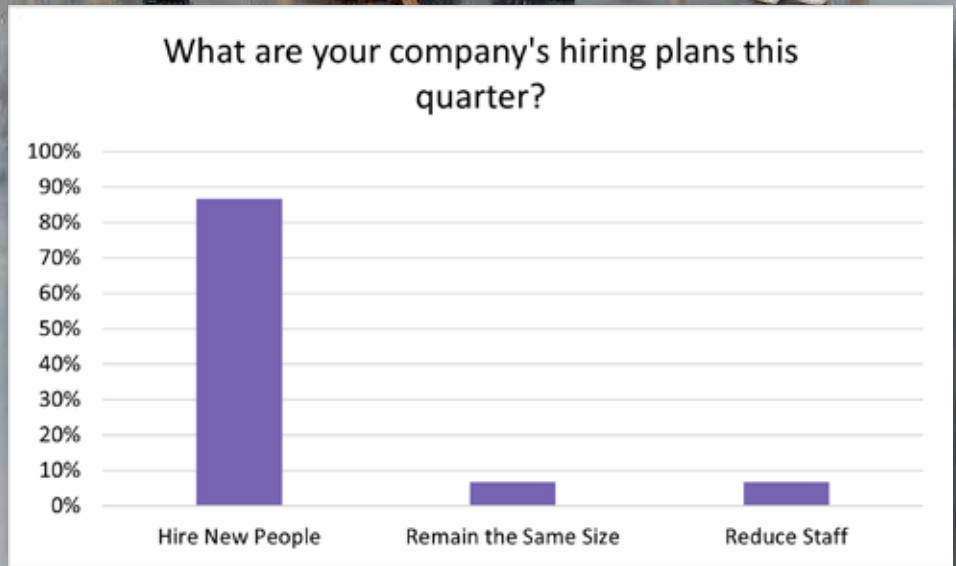
This question reflects a very strong belief that regardless of macroeconomic head winds the 3rd quarter would show a strong increase in sales. We know many of the supply constraints of the last four years have started to ease with labor being one not yet feeling much relief. (As we come to the end of the quarter and have stomached the .75 body blows of interest rate hikes, I know companies are starting to become more pensive.)



Question Five

What are your company's hiring plans this quarter?

The single strongest report percentage wise I have ever seen. Only one respondent indicated a reducing of staff, one respondent indicated staying the same, and every single other entity is hiring. The company reducing had indicated 8% or greater net income margin.



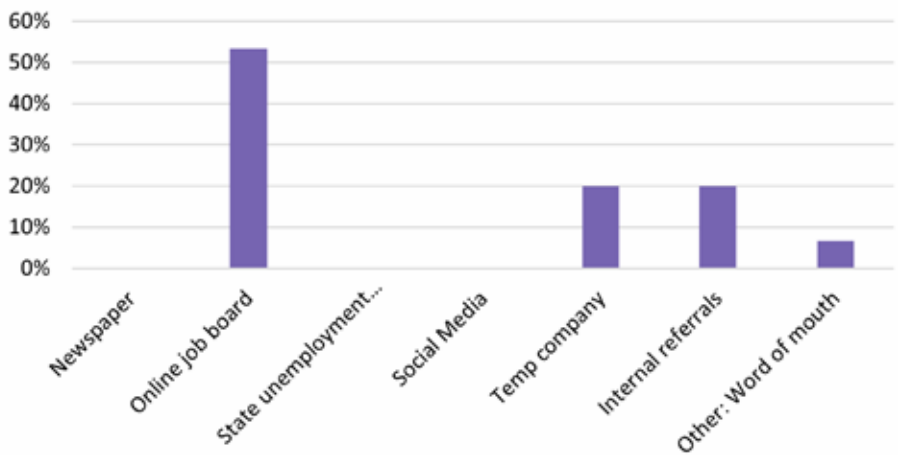
Question Six

What is your number one source for finding skilled workers and management

The spread of the answers has changed much since our last survey. Internal referrals used to represent the vast majority of source, but in this survey, which has been much reduced behind online job board and temp company, and word-of-mouth the least. Something close to 80% of respondents listed temp company or job board as the primary source of labor. Here at Semper / Printworkers we can attest to having the same concerns.

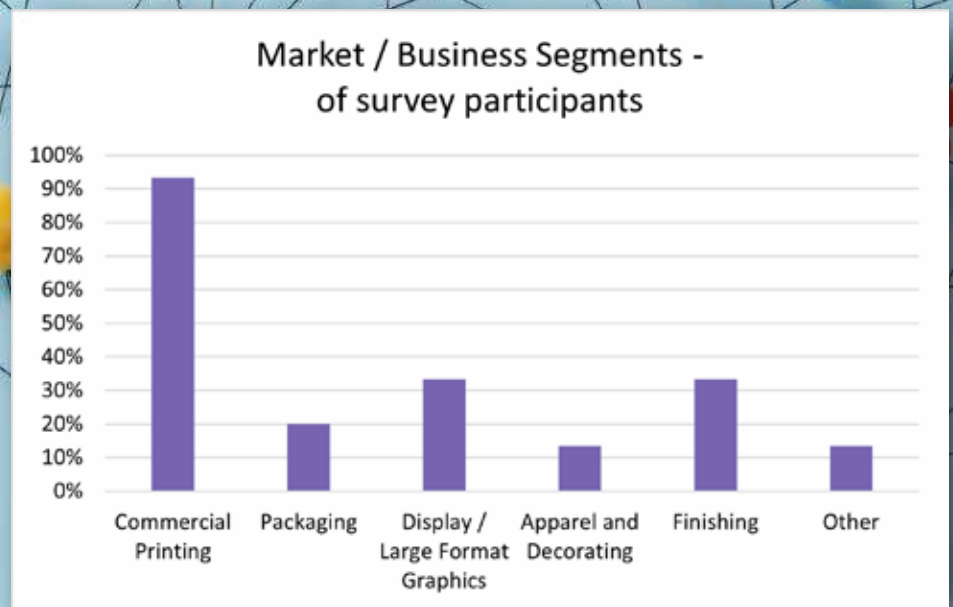


What is your number one source for finding skilled workers and management staff?



Question Seven

What is your business market segment? Mark all that apply.



Q3 Semper survey will open October 15th! Watch for our email invitation to participate. Your shared information is always confidential and helps the print community focus on the future.

Question Eight

What is your biggest overall concern for 2022?

This question is clearly forward thinking.

Labor and supplies are the BIGGEST concern by far with inflation and the economy about tie for the next two largest percentages.



Speak to our expert team and find out how we can help with your skilled staffing needs. Click the button to contact us!

GET STARTED TODAY!