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FOR IMMEDIATE RELEASE

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AMBA Releases 2019 Business Forecast Report, Announces Webinar

The American Mold Builders Association (AMBA), Indianapolis, IN, recently released its annual *AMBA Business Forecast Report*. Data for this report was collected from over 130 U.S.-based mold manufacturers during AMBA's Business Forecast Study (conducted from late-December 2018 to late-January 2019). This benchmarking report analyzes and highlights information on the anticipated outlook for the U.S. mold building industry for 2019.

Additionally, AMBA Executive Director Troy Nix will host a webinar on the State of the Mold Building Industry on February 20, 2019, 1:00 pm EST, to review data from this report in detail alongside similarly reported data within the plastics industry.

The *2019 Business Forecast Report* showcases data on sales trends, profit levels, capital expenditures, shop and design employment levels and challenges faced in the industry. This data is pulled from surveyed responses on 33 economic indicator questions that cover 2018 performance, fourth quarter performance and forecasts and expectations for 2019. The overall objective is to provide company executives with a comprehensive overview of conditions in the industry for 2019.

The *2019 Business Forecast Report* reveals some levels of concern within the industry, especially when compared with data from previous years. While current business conditions are positive for 67 percent of mold builders, this is down from the 81 percent reported last year. Only half of mold builders believe business conditions in Q1 will increase, and only 10 percent indicate that they will see business increased substantially over the next 12 months.

For the third year in a row, all executives surveyed named workforce development as their primary challenge. Respondents also identified creating a new sales strategy and diversifying their customer base as a major challenge, particularly because many mold builders see outsourcing and competition as the top reasons for weakening profits.

To purchase the full *2019 Business Forecast Report* and/or register for the upcoming State of the Molding Industry webinar, visit AMBA.org.

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About the AMBA

The American Mold Builders Association (AMBA) is the only organization dedicated to elevating the competitive advantage of U.S. mold builders. AMBA provides workforce development initiatives, networking, benchmarking opportunities and industry promotion. AMBA members receive a variety of additional benefits, including access to cost-reduction programs, visibility to mold buyers and problem-solving resources that give members a competitive advantage. To learn more about AMBA membership and ongoing initiatives, visit AMBA.org.

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