

FOR IMMEDIATE RELEASE

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### **AMBA Takes Pulse of Mold Building Industry during COVID-19 Crisis**

Indianapolis, IN – The American Mold Builders Association (AMBA) has published the first results of its bi-weekly Industry Pulse Survey, located on the COVID-19 Resources Hub page at [AMBA.org](https://www.amba.org).

AMBA has launched these periodic surveys to give business leaders insight into the state of the mold building industry during the COVID-19 pandemic. This eight-question survey takes less than one minute for leaders to complete, but gives insights into how the mold building industry is faring so far and what executives are anticipating for the future. Users can participate on Wednesday mornings through a personalized email link and will receive the results every Friday. Participants can request a user link through the AMBA site. As AMBA continues to collect information, the AMBA benchmarking team will begin to trend and make predictions based on the inputs given by industry leaders in mold manufacturing.

During the first collection period, over 130 mold builders participated in this survey. These companies primarily serve over 15 industry markets. The most common market served reported by respondents was the automotive market (36 percent), followed by the medical market (19 percent). Of all respondents, 60 percent reported that they are still in full operation; however, under 30 percent reported that they anticipate revenue to be 95 percent or above their 2020 forecasting.

The AMBA Industry Pulse Survey is part of the response to the COVID-19 outbreak across the United States and the globe. AMBA's leadership team continues to generate resources and up-to-date information for AMBA members and the industry at large. More can be found at [AMBA.org](https://www.amba.org) on the findings of this pulse survey and other COVID-19-related information.

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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 [www.AMBA.org](http://www.AMBA.org). For media inquiries, contact Rachael Pfenninger at [rpfenninger@amba.org](mailto:rpfenninger@amba.org).

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