**Q2, 2016 - Issues Affecting the Top 5 Industries**

**Construction Industry Updates:**

**Safety: It’s Everyone’s Responsibility**

A good safety program is imperative for Construction companies. Read how 4 companies have made the workplace safer for employees. Use the information to break the ice and suggest signs and graphics that will help: <http://www.constructionexec.com/Articles/tabid/3837/entryid/5218/safety-its-everyones-responsibility.aspx>

**Results You Can Expect If You Follow ABC’s Roadmap to World Class Safety**

Construction companies can be 720% safer than the industry average by following the Associated Builders and Contractors (ABC) Roadmap to World Class Safety. Use the information to develop a plan to reach out to clients regarding signs and graphics in support of the plan.

<http://www.constructionexec.com/Articles/tabid/3837/entryid/5217/results-you-can-expect-if-you-follow-abc-s-roadmap-to-world-class-safety.aspx>

**Bonus Article: Coconuts Could Inspire New Designs for Earthquake-Proof Buildings**

Coconuts are renowned for their hard shells, which are vital to ensure their seeds successfully germinate. But the specialized structure of coconut walls could help to design buildings that can withstand earthquakes and other natural disasters. Find out more here and then use the information to break the ice: <https://www.sciencedaily.com/releases/2016/07/160705203145.htm>

You can find sell sheets and case studies for the construction and health care industries in the Industry Support Site: <http://resource.fastsigns.com/industry-support/construction>

**Education Industry Updates:**

**A Simple Cure for Education’s Jargonitis**

The best way to connect with a prospect – speak their language. This article decodes education speak. <http://www.npr.org/sections/ed/2016/04/12/473016059/a-simple-cure-for-educations-jargonitis>

**Education Policy Plays Hooky**

K-12 education policy does not seem to be a priority for this election. The candidates have promised support of teachers but they have not said how they will support them. Although a political discussion is not recommended, knowing an educator’s pain points is important. Find out more by reading the article:

<http://www.usnews.com/opinion/articles/2016-06-14/education-policy-cuts-class-in-2016-race>

**Cope With Mental Health Issues as a Community College Student**

College is stressful for both young students finally on their own and older adults going back to school. Depression and other mental health issues can make it hard for them to complete classes but there is help. Read this article so you can better understand the options available and help your local community colleges develop marketing plans to get the word out with visual communications:

<http://www.usnews.com/education/community-colleges/articles/2016-06-07/cope-with-mental-health-issues-as-a-community-college-student>

Use this knowledge to better understand the educators you work with and to look for challenges you can help solve. Find out more about the Education Industry by reviewing the Vertical Selling Guide: [**http://resource.fastsigns.com/industry-support/education**](http://resource.fastsigns.com/industry-support/education)

**Healthcare Industry Updates:**

**New Jersey Student Uses 3-D Printer for DIY Dental Work**

A college student in New Jersey decided to print his own retainers instead of spending the money to go to the orthodontist. Want to know how it turned out? Read the article and then share it with your healthcare clients and prospects: <http://www.npr.org/sections/alltechconsidered/2016/04/12/473815818/new-jersey-student-uses-3-d-printer-for-diy-dental-work>.

**Bright Lights, Big Hassles for Children in the Hospital**

Although doctors recommend plenty of rest and a normal routine for sick children, that’s not what they usually get at the hospital. Constant sleep interruptions for medicines and evaluations take their toll and disturb children’s sleep schedules. Many hospitals are changing their routines and atmosphere to make children more comfortable. Read the article to find out more: <http://www.npr.org/sections/health-shots/2016/06/02/480432053/bright-lights-big-hassles-for-children-in-the-hospital>

Then, check out the case study on Nite Hawk Urgent Care for more ideas: <https://p.widencdn.net/1uitq7/Comprehensive-Solution-Nite-Hawk-Urgent-Care-FRANCHISE>

Find more information about the healthcare industry and all of our tools by visiting the Healthcare section of the Industry Support Site: <http://resource.fastsigns.com/industry-support/healthcare>.

**Manufacturing Industry Updates:**

**Signs Pointing Everywhere but Up for Manufacturing**

Domestic manufacturers were hit with more bad news than good last month; though some recently mixed industrial reports have shown the sector at the very least still has a pulse.Read more about it here: <http://www.usnews.com/news/articles/2016-05-26/signs-pointing-everywhere-but-up-for-manufacturing>.

Keep this in mind when speaking with your manufacturing clients and try to find economical solutions for their challenges.

**Getting into the Industry 4.0 Mindset**

Industry 4.0 is coming. The increasing digitization of manufacturing is already happening, through a combination of technologies, including the Internet of Things, big data, analytics, and next-generation applications. It will be important to understand the new lean manufacturing as you are speaking to clients and prospects in the manufacturing industry. <http://www.manufacturingglobal.com/lean/803/Getting-into-the-Industry-40-mindset>

**A Strategist’s Guide to Industry 4.0**

It will be important to understand the new lean manufacturing as you are speaking to clients and prospects in the manufacturing industry. Here’s a direct approach: <http://www.strategy-business.com/article/A-Strategists-Guide-to-Industry-4.0?gko=7c4cf>

You can also find more ways to connect with the industry by reviewing the Manufacturing Vertical Market Guide: <http://resource.fastsigns.com/industry-support/manufacturing>.

**Retail Updates:**

**Digital Engagement Drives Sales**

Find out how one auto dealership is driving sales and increasing customer satisfaction using digital technology. <http://www.innovativeretailtechnologies.com/doc/digital-engagement-drives-sales-0001?immediate=true>

Then, educate yourself on Digital Signage by visiting the Digital Signage section of the Support Site: <http://resource.fastsigns.com/digital-resource-center?sharedToken=m9dytYnqqLWVtKn0ZX3Ry0tgw49KJ8kSRjUdcWX7uHZwkuwmmL6kc41ufsVp6Yn>+

**Breaking All the Retail Rules**

Read how Nadia Shouraboura used her experience at Amazon to develop innovative solutions at her retail store, Hointer. These innovations are now being adopted by international retailers. <http://tiny.cc/nb5ycy>

**Inside Best Buy Canada’s New Marketplace Initiative**

How Best Buy Canada is letting its customers define their experience with the brand and expanding its e-commerce market share along the way.<http://www.innovativeretailtechnologies.com/doc/inside-best-buy-canada-s-new-marketplace-initiative-0001>

Find more ways to solve challenges within the retail industry by reviewing the Retail Vertical Market Guide: <http://resource.fastsigns.com/industry-support/retail>