



## IMDA Releases Industry Survey Results

The In-Mold Decorating Association (IMDA) has released the results from its final industry survey of 2024, focused on operation and investment trends. From production volume estimates to investment in technology, this survey provides insight into the business concerns of others in the industry and their strategies for moving forward.

### IMDA Operations and Investment Survey questions include:

- As a percent of sales, how much does the company spend on research and development?
- What are the challenges your business faces in maintaining current business?
- What are the barriers to expanding your business?

[View the current report.](#) Survey results also are listed on the IMDA Members Only section of the website. Please contact Cori Watkins at [cori@imdassociation.com](mailto:cori@imdassociation.com) to receive the password if you do not currently have it.

We are pleased to announce the winner of the \$50 gift card is Darrell Davis at M&M Industries.

If you have any questions, contact Dianna Brodine, executive director, at [dianna@imdassociation.com](mailto:dianna@imdassociation.com) or 785.215.8635.

In-Mold Decorating Association | 2150 SW Westport Dr., Suite 101 | Topeka, KS 66614  
For more information, contact **Dianna Brodine** or call 785.215.8635.



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