



The economic slowdown is here.

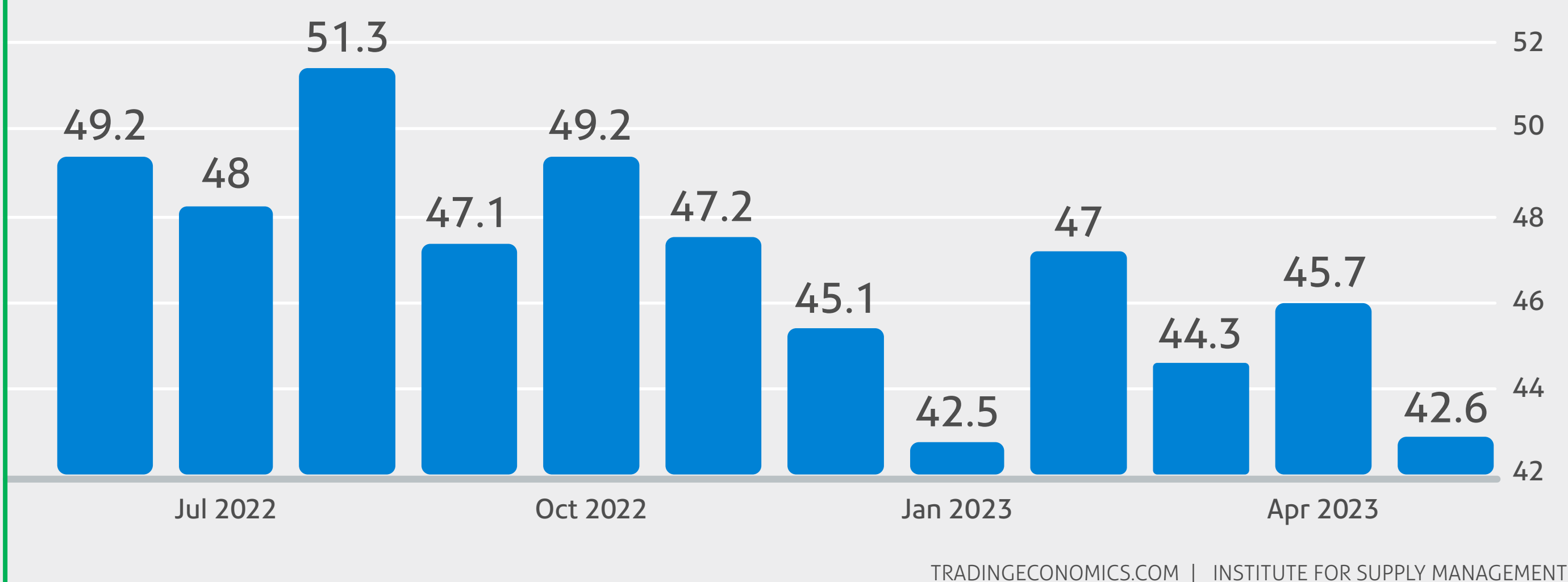
# Here are 3 strategies to keep manufacturers ahead in 2023.

Data trends show the manufacturing industry is definitely feeling the burn as consumers slow spending and new orders plummet. Informed with the latest numbers, it's time for manufacturers to put a plan in place to counteract the losses and prepare for what lies ahead.

YOY

## Recent economic indicators and their impact on manufacturing

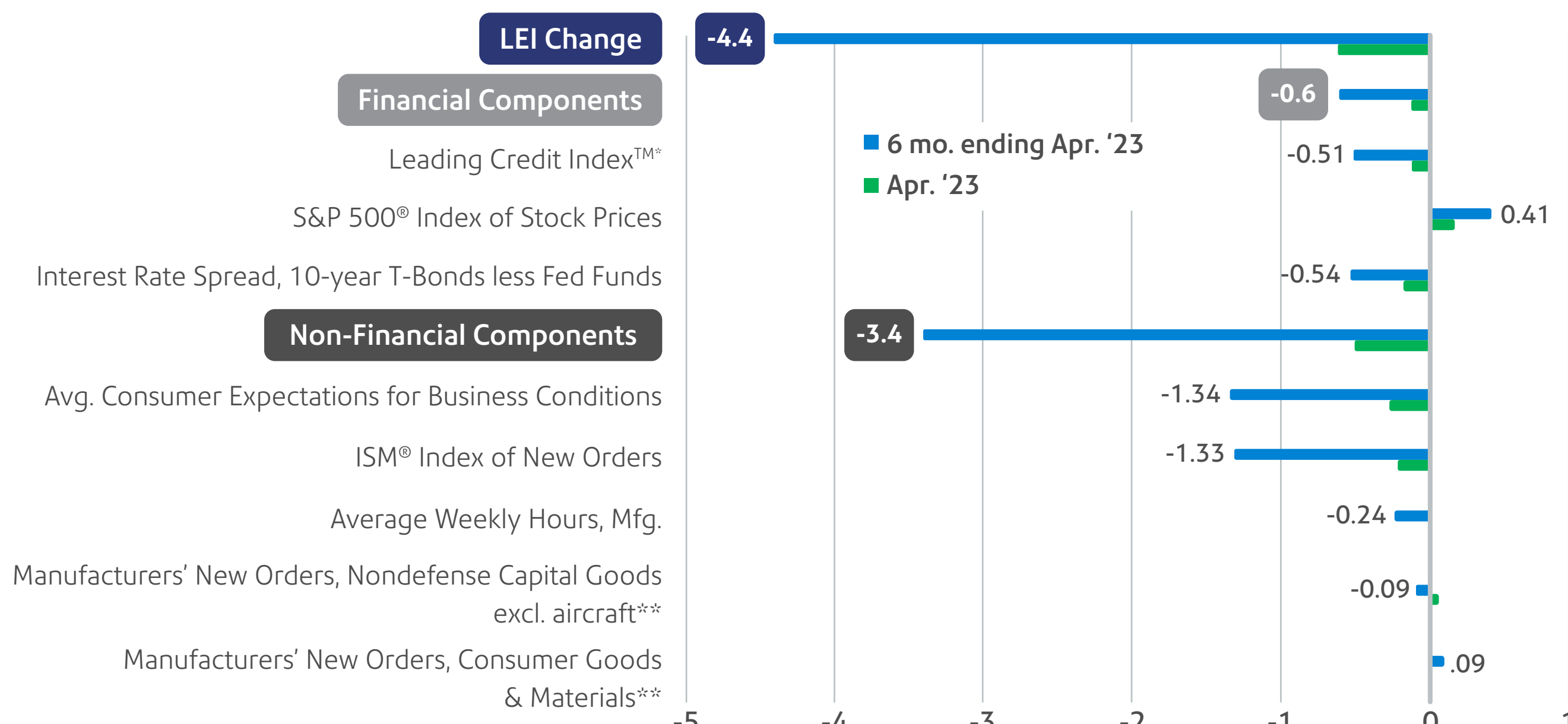
New orders show a significant decline year over year



April 2023

## Financial and non-financial component contributions are down

The Conference Board Leading Economic Index® and Component Contributions (Percent)



Source: The Conference Board  
\*Inverted series; a negative change in this component makes a positive contribution.  
\*\*Statistical Imputation  
LEI change might not equal sum of its contributions due to application of trend adjustment factor

Today

"This is clearly a pivotal time for manufacturers. Those who want to survive and thrive in the current economic downturn need to partner with lending institutions that truly understand the needs of small businesses—and have the agility to support them."

**Christopher Johnson**  
Senior Vice President and President, Global Financial Services (GFS)



2023

## Your action plan for powering through the plummet.

It's time to take a closer look at your costs.

These 3 steps will help you leverage key data trends to protect your manufacturing business:



### Costs to CUT

How can you lower current expenses? Consider renegotiating service contracts, exploring more competitive suppliers, and examining cost-cutting opportunities in raw material purchases.



### Costs to DEFER

Now's the time to protect your cashflow. Reassess the necessity of upcoming expenditures. What can wait? If you need equipment, consider leasing vs. buying, just for now.



### Costs to ACCELERATE

Certain expenditures will end up saving you money in the long run. Investing in new technology and automation will create production efficiencies and reduce labor costs, while giving you a definitive competitive edge.

NOW

## Final Tip

Add financial flexibility by diversifying your lending sources.



With continued uncertainty within the banking industry, it's important to expand your financial ecosystem of lenders to secure your access to capital and credit.

**Pitney Bowes Bank** understands the unique financial needs and challenges of small- to mid-sized businesses.

We'll take the time to listen, collaborate, and partner with you to create customized, real-world funding solutions that complement your existing bank relationships, reduce the complexities of business financing, and position your business for long term success.