

# Trump's 'Made in America' Vision : Houston Sign Company Brings Jobs Back by Cutting Imports, Boosting Manufacturing

*Royal Signs & Awnings is halting imports and manufacturing exclusively in the U.S., embracing the "Made in America" vision to create jobs and drive innovation.*

HOUSTON, TX, UNITED STATES, January 2, 2025 /EINPresswire.com/ -- As American businesses confront the complexities of a global economy, few have embraced the challenge with as much boldness and conviction as Royal Signs & Awnings. The Houston-based company recently made a significant commitment to bolster U.S. manufacturing, create jobs, and gradually phase out imports, particularly from China.

This decision is rooted in a sense of patriotic pride and a belief in the core principles of self-reliance, craftsmanship, and an unwavering dedication to the American workforce. At its heart, this move reflects the company's desire not only to lead the industry but to give back to the nation that has supported its growth.

Royal Signs & Awnings' decision to prioritize American manufacturing echoes a broader vision popularized during the Trump era of "Make America Great Again." As outsourcing



Fairmont Manchester Lighted Sign by Royal Signs & Awnings

continues to affect various sectors, the company is taking a stand for the revitalization of domestic production. While many businesses have outsourced manufacturing to foreign suppliers, Royal Signs & Awnings is charting a different course. By bringing production back to U.S. soil, they are investing in local labor and leveraging cutting-edge technologies, all while strengthening the American manufacturing base.

“We owe so much to this country for the opportunities it’s given us, and now it’s time for us to give back,” said Haidar, CEO of Royal Signs & Awnings. “By investing in U.S. manufacturing and supporting local workers, we want to be an example of what’s possible when we embrace the American dream. It’s our way of saying ‘thank you’ for the success we’ve achieved.”

#### Investing in U.S. Manufacturing: A Future Built on Technology

Royal Signs & Awnings is making a major investment in state-of-the-art production facilities across Texas. These new hubs, equipped with the latest machinery and AI-powered systems, promise to revolutionize the sign and awning industry. This investment is not just about enhancing operational efficiency—it's a strategic move designed to keep American-made products affordable and competitive in a global marketplace.

The integration of artificial intelligence (AI) into the company’s production lines is particularly noteworthy. By optimizing manufacturing processes with AI, Royal Signs & Awnings can reduce production costs, shorten turnaround times, and increase precision—all of which translate into



Beautiful Looking sign by Royal Signs & Awnings



Skechers lighted sign by Royal Signs & Awnings



Monument Sign by Royal Signs & Awnings

better products at lower prices for U.S. consumers.

“We are committed to producing the highest-quality products at the most competitive prices,” Haidar explained.

“AI and automation will allow us to reduce manufacturing costs, ensuring that businesses and families have access to affordable, American-made solutions. This is our way of helping to rebuild the manufacturing backbone of the United States.”

### Phasing Out Imports: A Commitment to "Made in the USA"

Royal Signs & Awnings' decision to phase out imports, especially from China, marks a pivotal shift in its supply chain strategy. This move is about more than just cost-cutting—it's a deliberate effort to ensure that every product the company produces is fully American-made.

In an era when many businesses rely heavily on overseas suppliers, Royal Signs & Awnings is bucking the trend. By choosing to manufacture entirely within the U.S., the company gains greater control over quality and delivery times, while also reinforcing the broader American manufacturing ecosystem.

“The decision to cut imports wasn't easy, but it was necessary,” Haidar said. “We believe in the strength and potential of the American workforce. We want to show that it's possible to thrive without relying on foreign imports. Investing in U.S. labor and materials means we're reducing our dependence on overseas supply chains and building a more resilient, sustainable business for the future.”

By sourcing all materials domestically, Royal Signs & Awnings is not only ensuring top-tier products but also creating jobs and fostering innovation within local communities.

### A Vision for Job Creation and Innovation – Royal Signs & Awnings

Royal Signs & Awnings' investment in U.S. manufacturing isn't just about technology—it's also about people. The company is already seeing the fruits of its growth in the form of new jobs across design, production, and installation. With its expansion, Royal Signs & Awnings is helping to cultivate a new generation of skilled workers, providing opportunities for individuals eager to build long-term careers in the manufacturing sector.

“The foundation of our strategy moving forward is rooted in innovation and the American workforce,” Haidar said. “We're not just creating jobs; we're building a team of highly skilled professionals who will push the boundaries of what's possible in our industry. The future of our business is tied directly to the talent and hard work of American workers.”

### Strengthening the U.S. Economy: A Ripple Effect

The company's commitment to U.S. manufacturing extends beyond the walls of its own facilities. By hiring American workers and sourcing materials locally, Royal Signs & Awnings is contributing to the broader economic growth of the regions in which it operates. These efforts help revitalize local economies, create jobs, and reinforce the nation's economic strength.

"We're part of something larger than just our business," Haidar said. "By bringing jobs and manufacturing back to America, we're contributing to local economies and creating a more self-sufficient, resilient economy. We believe in the ingenuity and craftsmanship of the American worker, and we're committed to playing our part in shaping a bright future."

### Royal Signs & Awnings Ranks Among Top 5 Texas Companies for Career Growth and Employee Satisfaction

Royal Signs & Awnings' dedication to fostering career growth and employee satisfaction has not gone unnoticed.

Recently, the company was recognized as one of the top 5 Texas-based companies for career development and overall employee satisfaction. This recognition underscores the company's commitment to providing an environment where employees feel valued and empowered to grow. By offering competitive salaries, comprehensive training, and a clear path to career advancement, Royal Signs & Awnings is creating a workforce that is not only skilled but deeply committed to the company's mission. The recognition highlights the company's success in building a supportive culture where innovation and personal development go hand in hand.

### A Personal Commitment: Giving Back to the Nation

For Haidar and his team, the decision to invest in U.S. manufacturing and phase out imports is deeply personal. As an immigrant who achieved success in America, Haidar understands the power of the American dream and the responsibility to give back to the country that made that dream possible.

"The opportunities we've had here helped us achieve success, and now we want to pay that forward," Haidar explained. "Investing in American workers and U.S.-made products is our way of showing gratitude to this great nation. Our success is a direct result of the American dream, and we're determined to help that dream thrive for future generations."

Royal Signs & Awnings' decision to reinvest in U.S. manufacturing is about more than just business—it's about creating a legacy of pride, self-reliance, and patriotism. By prioritizing American labor, cutting imports, and fostering innovation, the company is setting a powerful example of what is possible when businesses invest in American-made products and American workers. This is more than just a business strategy—it's a statement about the future of American manufacturing.

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