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## Elevating Brand Presence Through Precision and Partnership

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For more than a decade, Hibbett and Federal Heath have partnered to bring consistent, high-impact brand experiences to life across retail environments nationwide. Built on trust, responsiveness, and deep industry expertise, the relationship continues to evolve—most recently through the successful execution of Hibbett’s new logo box replacement initiative.

### The Opportunity

When Hibbett Sports made the transition from Adidas to New Balance branding, the Federal Heath team was tasked with updating logo box signage across 165 stores in 12 states—all within an ambitious six-week turnaround from start to finish.

The scope required a coordinated, large-scale replacement effort that balanced speed with precision.

Existing logo boxes needed to be updated efficiently while maintaining strict adherence to new brand standards and minimizing disruption across active retail locations.

This effort required more than production—it demanded a partner who understood Hibbett’s brand, footprint, and operational realities, with the ability to execute accurately and reliably at scale under tight timelines.

### A Partnership Built to Deliver

From early programs to today’s evolving brand initiatives, Federal Heath continues to serve as a trusted extension of Hibbett’s team—bringing ideas to life with precision, reliability, and a deep understanding of what it takes to succeed in retail environments.



## The Federal Heath Approach

Leveraging years of partnership and institutional knowledge, Federal Heath worked closely with Hibbett's team from planning through production to ensure a smooth and successful rollout.

- Collaborative Alignment: Close coordination with Hibbett ensured updated logo box specifications were clearly defined and consistently executed.
- Strategic Distribution Model: To accelerate deployment, materials were shipped to 23 trusted installation partners rather than directly to 160+ individual store locations. This streamlined approach improved distribution efficiency and reduced logistical complexity.
- Optimized Installation Execution: By staging materials with regional partners, installation teams were able to plan and execute multi-store routes—driving efficiencies in mobilization, scheduling, and overall project speed.
- Engineering & Production Expertise: Federal Heath translated requirements into efficient, repeatable manufacturing processes that maintained quality across all units.

Throughout the process, proactive communication and attention to detail reinforced the trust that has defined the partnership for years.

## The Result

The updated logo boxes were successfully deployed across 165 stores in 12 states within the aggressive six-week timeline—demonstrating Federal Heath's ability to execute complex, large-scale programs with speed and precision.

More importantly, the project reinforces the strength of the partnership: a shared commitment to quality, a collaborative approach, and the ability to deliver at scale—again and again.



Bringing Your Brand to Life®