



## Visibility – A Key Ingredient to Cracker Barrel’s Business Success

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Visibility stands as a cornerstone of business success, with signage serving as the initial beacon of identification for any establishment. For Cracker Barrel, ensuring visibility is paramount. Positioned along major highways throughout the United States, their Old Country Stores rely heavily on towering identification signage to capture the attention of passing customers.

### The Challenge:

Maintaining these towering signs, some reaching heights of 175 feet, presented a formidable challenge for Cracker Barrel. Accessing such heights demanded specialized cranes, often a scarce resource in the remote, rural areas where many of their establishments are situated. This scarcity led to prolonged maintenance timelines and escalated costs, burdening the facilities department with extensive coordination efforts.

### The Solution:

To streamline maintenance and alleviate the burden on their facilities department, Cracker Barrel implemented a fixed-rate agreement with Federal Heath. This agreement encompasses comprehensive re-lamping of high-rise signage and thorough cleaning of sign faces at the outset of the maintenance program or once during a 36-month term.

By entrusting sign maintenance to Federal Heath under a fixed-rate agreement, Cracker Barrel significantly reduced the need for on-call services.





## Specifics:

When necessary, repairs are promptly addressed within 48 to 72 hours. Moreover, Federal Heath now manages crane coordination, relieving Cracker Barrel of that responsibility.

The re-lamp program has streamlined internal coordination, consolidating what used to be a multifaceted task into a single point of contact.

This fixed-rate arrangement has provided Cracker Barrel with clarity regarding its annual sign repair costs while ensuring its signs fulfill their intended purpose of visibility to customers.

## Summary:

The partnership between Cracker Barrel and Federal Heath commenced in 1995, with approximately 337 locations now benefiting from the fixed-rate agreement, with other locations being serviced on a time and materials basis.

Cracker Barrel, established in 1969, has over 650 locations across the country.



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