



Scaling a Consistent Brand Experience

A multi-location reimage program supported by specialized manufacturing and responsive project management.

A Reimage Program Built for Scale

Little Caesars is undertaking a reimage initiative spanning approximately 2,500 franchise locations. Federal Heath supports the rollout with exterior building signage, awnings, and tenant panels – often for end-cap restaurants in active retail centers.

Every site brings different permitting, construction, and scheduling realities. The objective stays the same: deliver accurate, brand-aligned signage in time to support construction milestones and opening.

BUILDING SIGNAGE

AWNINGS

TENANT PANELS

PROJECT MANAGEMENT

160

LOCATIONS COMPLETED

60

ACTIVE PROJECTS

8-10

TYPICAL WEEKS

The Opportunity

The relationship began through an industry referral to Little Caesars' Director of Architecture and Design. From there, Federal Heath earned opportunities, one project at a time, in a competitive bidding environment. That approach has made responsiveness, reliable execution, and strong franchisee relationships central to the program's continued growth.

The Federal Heath Approach

Managing the program requires close coordination among three stakeholder groups: Little Caesars corporate, Blue Line, the franchisee cooperative, and individual franchisees. Federal Heath's account management team navigates the requirements of each group while keeping projects moving from quotation through completion.

- **Coordinated account management:** Jennifer Lee and Amy Potter support the program with consistent communication and service across active locations.
- **Multi-party quoting:** Each project is quoted according to the account structure, with separate proposals prepared for the franchisee and Blue Line.
- **Site-specific execution:** Schedules are managed around permitting, construction readiness, and the signage scope for each restaurant.
- **Specialized manufacturing:** Signage is produced through Federal Heath's Jacksonville facility to meet the program's technical manufacturing requirements.
- **Complete exterior packages:** Federal Heath provides building signage, awnings, and tenant panels that create a cohesive, recognizable storefront.



READY FOR WHAT'S NEXT

One location at a time. One consistent brand experience.



The Result

Federal Heath has completed 160 Little Caesars locations, with another 60 projects currently active in various stages. Typical timelines run eight to ten weeks, depending on scope, permitting, and construction conditions.

Just as important as the location count is the service behind it. Little Caesars corporate has expressed satisfaction with the account management team's overall support, reflecting the communication and coordination required to manage a growing franchise program.

A Foundation for Continued Growth

The Little Caesars program demonstrates Federal Heath's ability to support multi-location restaurant brands in a complex franchise environment. By combining specialized manufacturing, disciplined project management, and relationship-focused service, Federal Heath is building a scalable foundation for continued participation in the nationwide reimage initiative.

“

Our working partnership with Federal Heath and our project Manager has been very thorough, transparent and seamless. Federal Heath has been a pleasure to work with. - Magnum Companies (Franchisee)

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HEATH**
SIGN COMPANY