



Federal Heath Turns Early Pilot into Support for 700 Locations

Fluorescent modules and neon lighting are eye-catching and some of the most commonly used forms of lighting in signage, but they're also one of the most expensive exterior signage options on the market to maintain. For brands with a nationwide footprint, maintenance and upkeep on these signs can be cost-prohibitive.

Building on a relationship founded in 1991, Target awarded Federal Heath with 700 locations to perform maintenance, assist in LED retrofits, and manufacture new signage. Our experts assisted with physical infrastructure maintenance of building signage, parking lot lights, and interior neon lighting.

Highlights

- » Federal Heath completed LED retrofits at 60 Target locations in four months.
- » Range of work included outdoor signage, parking lot lighting, and in-store lighting.
- » LED modules use less energy and are more affordable to replace and maintain than fluorescent modules and neon lights.



Supporting Target's Décor Package Upgrade

Lighting and signage are one of the first areas store owners and brands consider when the performance of an individual store changes. High-quality and compelling options not only empower brands and create an inviting atmosphere, but they also ensure visibility and clear access in high-volume traffic areas. Exposure and reasonable access are paramount for large stores and national brands.

Target, one such well-known brand, relies heavily on signage for its reach. As that infrastructure ages, its associated maintenance and repair costs increase and can quickly become a burden, rather than a benefit to individual locations. The brand update for Target includes a new décor package replacing neon and fluorescent lighting in favor of LED options that provide better visibility and allow for a more economical operation. At the heart of this expansion is the relationship Target has with its vendors and suppliers.

A reliable partner can generate significant savings and keep revitalization projects on-time and on-budget. Federal Heath is this partner by continually striving to earn perfect scores on Target's annual business reviews.

Federal Heath also supports the broader branding of Target through the creation of new signage. We remain one of Target's primary vendors for new signage, manufacturing exterior signage for stores across the nation.



Creating Positive Returns with Federal Heath

In 2016, Federal Heath completed LED retrofits at 60 Target locations in just four months, working on outdoor signage, parking lot lighting, and in-store lighting.

In our LED retrofits for signs of this size, the return on investment is roughly two years, thanks to the energy cost savings of the following models:

- » LED modules use significantly less energy and are much more affordable to replace and maintain compared to fluorescent modules and neon lights.
- » The average LED module lasts more than 50,000 hours, while fluorescent modules average 12,000 hours.
- » High quality free-standing signs can last a lifetime when well maintained, increasing savings and generating a higher ROI each subsequent year.

Federal Heath was awarded a contract covering 700 locations for exterior lighting and signage, including the parking lot, building, and free-standing infrastructure. Efforts will include maintenance and lighting services, as well as developing and manufacturing new signs for locations and special projects.

We're also supporting Target as it changes interior branding and lighting, such as replacing damaged neon wave units, as part of our ongoing maintenance efforts.



Continuing Our Relationship

Building on a relationship first established in 1991, Federal Heath has effectively become Target's internal sign team for approximately 700 locations, providing a variety of consulting, project management, and site development services. We participate in their internal meetings to provide support for new store development or rebranding, and provide emergency repairs including responding to hurricane storm damage.

Federal Heath assisted with approximately 120 store remodeling projects, along with signage and site development at 20 new Target stores. Remodels will include manufacturing and updating signage to the new Target brand image. We also anticipate a maintenance service package of 15 to 20 orders.

Together, Federal Heath and Target will work with landlords, municipalities, and the latest technology to advertise and properly brand each location, maximizing traffic volume thanks to thorough site analysis and high-quality signs.

