



Federal Heath Delivers on 70-Location Multi-Signage Conversion

Overview

In 2024, when Shell launched a pilot program to promote its new Platinum Status fuel discount offering, one of the wholesale partners selected for the initiative was True North Energy (TNE).

What began as a simple sign modification quickly evolved into a large-scale image conversion project spanning more than **70 locations**. Federal Heath partnered with TNE and Shell to manage the program from concept through installation, delivering a comprehensive sign modernization effort that improved brand consistency, enhanced technology, and supported increased sales performance.



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Challenge

Shell initially sought to add "Platinum Status" messaging to existing RVle site identification signs by modifying existing price display panels. As discussions progressed between Shell, TNE, and Federal Heath, all parties recognized an opportunity to accomplish something more impactful.

Rather than making incremental updates to aging signage, the team elected to fully convert sites from Shell's previous RVle image standard to the newer MVI image program introduced in 2023. This significantly expanded the project's scope and required coordination across multiple stakeholders, locations, permitting jurisdictions, and manufacturing schedules.

Complicating the timeline was the need to secure permits for each site—a variable that can range from a few days to several months, depending on local municipalities.

Solution

Federal Heath provided turnkey project management and execution for the multi-site rollout, coordinating every phase of the conversion process. The project scope included:

- Complete conversion of Shell RVle signs to current MVI standards
- New sign cabinets
- Replacement sign faces
- LED fuel price displays and alternators
- LED illumination upgrades
- Site surveys
- Design and engineering support
- Permit procurement and management
- Material procurement and logistics coordination
- Installation management across more than 70 locations

Federal Heath maintained weekly meetings with TNE and bi-weekly meetings with Shell throughout the process, ensuring alignment among all stakeholders and keeping the program moving despite varying permit approval timelines.

Results

The completed program modernized more than 70 locations while aligning them with Shell's current MVI image standards and Platinum Status promotional strategy.

TNE reported increased sales performance at participating locations and was so pleased with the outcome that they awarded Federal Heath an additional 72-location conversion program.

Federal Heath regularly manages complex petroleum branding initiatives. This project stands out for its combination of scale, stakeholder coordination, and strategic impact.

As an approved Shell supplier and TNE's long-term signage partner, Federal Heath brought deep petroleum industry expertise and an understanding of Shell's image standards, helping streamline decision-making and execution throughout the project.

About True North Energy (TNE)

True North Energy operates as a petroleum wholesaler representing major fuel brands, including Shell, BP, and Marathon, while also operating truenorth-branded convenience stores throughout Ohio, Illinois, Wisconsin, and Michigan.



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We value our partnership with Federal Heath on our Shell branding projects. Their turnkey project managers keep communication clear and proactive, and they deliver our projects on time.

Lyndsey Lyden - True North Energy