



## Driving Efficiency at Scale

### Kubota's Signage Standardization Story

Kubota, a global leader in agricultural and construction equipment, sought a comprehensive signage solution to reflect their innovative and dependable brand across dealerships nationwide. With an expanding footprint and the need for consistent branding at every location, we partnered with Kubota as their sole signage provider in the United States to deliver tailored, high-quality signage solutions that elevate their brand visibility and strengthen customer trust.

#### A Unique Challenge

- Kubota faced the complex task of unifying branding across a network of more than 1,200 independent dealerships. The existing signage system required a multi-stage installation process, creating inefficiencies in both time and labor. This complexity increased installation costs, introduced inconsistencies in execution, and made large-scale rollout difficult to manage across such a broad footprint.

#### Solution

- Federal Heath partnered with Kubota to reimagine the signage system with scalability and efficiency at its core. The team value-engineered a simplified center-structure pylon design, significantly streamlining the installation process. By reducing the number of components and steps required, the new design enabled faster deployments while maintaining brand consistency and structural integrity. This approach not only improved installation speed but also minimized disruption at dealership locations during conversion.

#### Results & Savings

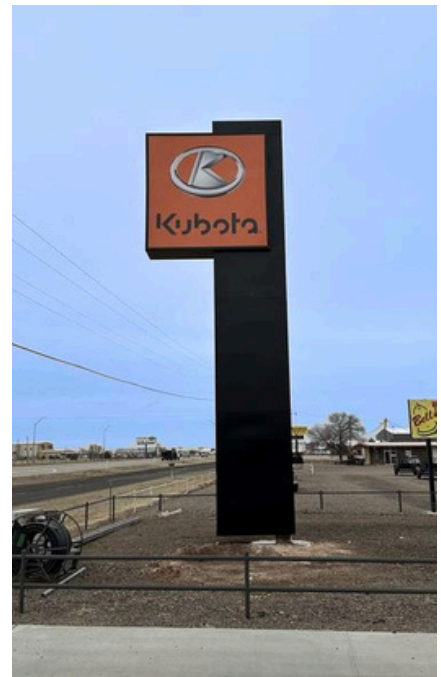
- The optimized design delivered immediate and long-term cost benefits. By simplifying fabrication and installation, Federal Heath was able to stabilize pricing from 2023 through the program's duration—despite market fluctuations. Overall, the efficiencies gained are estimated to have saved Kubota approximately **\$450,000** across the full dealership conversion initiative, while also accelerating the timeline for brand standardization nationwide.

## Our Approach: Customized and Scalable Solutions

To meet Kubota's goals, we began with a detailed assessment of dealership layouts and regional regulations. This groundwork allowed us to understand each location's unique requirements, guiding our design of custom sign packages that included flag mount pylons, wall signage, monument signage, and interior signage. Each design was optimized for visibility, durability, and energy efficiency, ensuring long-term value.

The partnership started with a "sample size job" that included developing a prototype wall cabinet, allowing us to showcase our capabilities and earn Kubota's trust. One of the standout elements of our approach was the integration of the iconic Kubota "K" emblem. This chrome-silver oval, featuring a bold and stylized "K," symbolizes Kubota's strength and reliability. By incorporating this emblem into each sign, we ensured that every dealership reflected Kubota's brand identity while enhancing recognition across diverse markets.

Our project management team coordinated every process phase, from securing permits to overseeing installations. By streamlining operations, we maintained strict timelines and ensured all signage adhered to Kubota's high standards.



Signage | Installation | Maintenance

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