



Enhancing Whataburger's Image Nationwide A Partnership Built on Trust and Loyalty

For over 40 years, Federal Heath has been proud to serve Whataburger, a company that values quality and consistency as much as we do. Our collaboration spans decades, anchored by a trusted relationship with their Maintenance Service Center team, who manage each location to ensure seamless project execution for consistent brand imaging.

National Reimaging and Enhancements

Since January 2023, we have completed sign face replacement projects for approximately 550 Whataburger locations across the United States. This project supports their current image enhancement efforts to ensure that all of their signage meets their brand standards, and reflects quality both inside and out.

Manufacturing and Installation Excellence

Our work for Whataburger encompasses a wide range of signage updates, including:

- Building Letters and Logo Faces: Replacing existing signage with high-quality acrylic, flex, and polycarbonate materials.
- Pylon and Monument Signs: Ensuring visibility and durability for their iconic branding.
- Site-Specific Solutions: Conduct thorough site surveys for accurate data.

In some instances, the painting of poles and cabinets was added to the scope of work, particularly for locations not covered under their fixed-rate agreement, which covers one repaint during their contract term.

Meeting Deadlines with Consistency

Our team takes pride in consistently meeting—and often outperforming—the deadlines outlined in our proposal agreements. This reliability is a cornerstone of our service, ensuring that Whataburger’s image enhancement project stayed on track.

Why Choose Us?

Our long-standing partnership stands out for several reasons:

- **Experience:** With decades of specialized knowledge, we bring unmatched expertise to each project.
- **Service Excellence:** From initial surveys to manufacturing and installation, our comprehensive approach ensures quality at every step.
- **Relationship-Driven Success:** Trust built over 40 years allows us to anticipate Whataburger’s needs and consistently deliver results that align with their brand vision.

Looking Ahead

As Whataburger continues to enhance its locations nationwide, we remain committed to maintaining their iconic image and reputation. This partnership exemplifies our dedication to quality, service, and the enduring value of trusted relationships.

Would your business benefit from the same level of experience and dedication? Contact us today to learn how we can elevate your brand image.



Signage | Installation | Sign and Lighting Maintenance

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