

# ROSS Dress for Less

Retail | Regional U.S.



## Creating a Strong Brand Impact through Storefront Signage

Ross Dress for Less is one of the largest off-priced retailers in the U.S. operating over 1400 stores. This popular retailer offers a wide-selection of clothing, footwear, bedding, housewares and more at a discounted price.

Storefront branding is a key factor in standing out among other retailers and attracting customers into the store. In this competitive landscape, Ross utilizes exterior signage to serve as a critical touch point in the marketplace. Ensuring their brand is represented in the best possible way, they require a trusted partner to manage all exterior signage needs.

### About the Solution

Kieffer | Starlite works closely with select Ross locations to evaluate their exterior signage branding and consults with Ross on the needs and opportunities at each location. Our team provides a wide range of signage solutions ranging from storefront illuminated channel letters to pylon signs. Whether it's a new store location or a signage update, we review ordinances and tenant guidelines to recommend the best approach to maximize brand visibility and signage longevity.

Our team also provides regular service and routine maintenance to ensure the Ross brand is always looking its best. From installation of an update sign faces that has faded overtime to lighting maintenance and upgrades, our team manages the ongoing signage needs for multiple locations.

The benefit of this ongoing partnership is the proactive and consistent management of the Ross brand to ensure their signage and brand visibility is always standing out in the marketplace.

