



Preferred Signage Partner for National Chain

Founded in 1960, Domino's is the recognized world leader in pizza delivery operating a network of company-owned and franchise-owned stores in the United States and international markets. The Ann Arbor, Michigan based pizza chain currently includes 15,300 stores globally. Their mission is to be the best pizza delivery company in the world and with growth plans of 60 percent over the next six years. They recently announced a target goal of 9,700 new stores by 2025.

Kieffer | Starlite is a recognized leader in the national management of signage programs and has been a preferred partner for Domino's stores since 2015. Our experienced team manages the needs for multiple Domino's locations by providing full-service signage solutions for their storefronts throughout the U.S.

About the Solution

Kieffer | Starlite has a dedicated team that oversees exterior signage and branding needs for multiple Domino's storefronts. Our team manages the latest brand standards for Domino's and advises each storefront on the best way to represent the brand based on building codes, existing signage, and opening timeframe. Our team creates drawings with our recommendation for approval, and then we manufacture the exterior signage and other branding elements and coordinate the installation.

Kieffer | Starlite recently completed a conversion for a franchise located in Lockport, NY. Featured are before and after photos where Domino's needed to complete a quick conversion of a Dunkin' Donuts storefront to the Domino's brand. Driven by budget and timeliness, we recommended retrofitting existing signs where possible. Our team designed and manufactured exterior LED face-lit channel letters and logos for the storefront. The monument sign was refaced utilizing our in-house thermoforming process to create the polycarbonate face.

The result was a turn-key solution delivered in time for the store opening. Our team continues to be a trusted partner for their chains throughout the U.S.

