



## Exterior Signage Provider for Restaurant Chain

Zaxby's is a fast-casual chicken restaurant chain headquartered in Athens, Georgia. The first restaurant opened in Statesboro, Georgia, in March 1990. Zaxby's currently operates more than 900 locations in 15 states, including Alabama, Arkansas, Florida, Georgia, Indiana, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Utah, and Virginia.

Their goal is to provide a fun, relaxing atmosphere that keeps their guests coming back for more. Kieffer | Starlite is a preferred signage partner for Zaxby's and provides signage and other exterior restaurant components to their franchise locations throughout the U.S.

### About the Solution

Kieffer | Starlite was selected to be a national signage partner for Zaxby's, based on our industry expertise. Creating a positive overall experience is critical to the restaurant's customers, and the bottom line. Our team understands the vital role signage, and other branding elements play in the success of the restaurant.

Our team reviews Zaxby's signage standards and works with our in-house designers and engineers to make recommendations to the client to create the best possible solution while addressing any challenges faced. National signage standards for Zaxby's are developed; however, each location still has specific needs based on local ordinances and restaurant design. Our team ensures the signage complies with the Zaxby's brand and desired customer experience while meeting city codes. We also address opportunities to streamline the ordering experience and enhance the brand at each location.

Our team recently completed a turn-key exterior solution for a new location in Kansas City, Missouri. The solution included an illuminated exterior logo and channel letters. We also fabricated the Drive-thru elements, including the Clearance Bar and Drive-thru canopy. Our team delivered a complete, turn-key exterior solution for the restaurant that met brand standards and was designed to optimize the customer's experience.

