



## Mass Production for National Sign Identity Solution

Benjamin Moore sets the standard for excellence when it comes to premium paints and stains for your home. Founded in 1883, they continue to deliver paints and additional finishes through a nationwide network of knowledgeable, customer-friendly, independent retail locations.

Over 750 retailers recently added Benjamin Moore's product line to their store location. To promote this new offering, Benjamin Moore needed a consistent sign identity solution to support each storefront. They had an aggressive timeframe for sign delivery to help retailers begin marketing this new offering.

### About the Solution

Kieffer | Starlite quickly created and obtained client approval on a standard specification for the storefront identity sign. The Benjamin Moore branded sign was designed for display in the interior window of each store. Our challenge was to create a design that could be standard across all stores and ensure the entire project would be complete from concept to delivery within the timeframe.

Our teams designed a 3 ft. by 3 ft. internally illuminated suspended cabinet sign. The sign design was fabricated so each retail site could perform a self-install. The design was approved, and our manufacturing teams began working on a production and shipping schedule to meet the tight deadline. The goal was to ship the product in large weekly batches to allow for install as quickly as possible.

A specific manufacturing strategy was implemented to complete a fast turnaround. Our manufacturing facility set up work cells that allowed designated production for this project in a singular area. All materials were purchased immediately, so our teams could work at a fast pace from the start to the product going into the box.

The result was an efficient rollout of Benjamin Moore signs to each retailer. All products were shipped to a central Benjamin Moore warehouse according to the production schedule. They then would distribute the ready to ship signs to designated locations. We were proud to be a partner with Benjamin Moore to support their national brand strategy, along with supporting local retailers to promote the new product lines for their store.