



Enmarket

Rebranding, Remodeling and Reimaging 100+ Stores

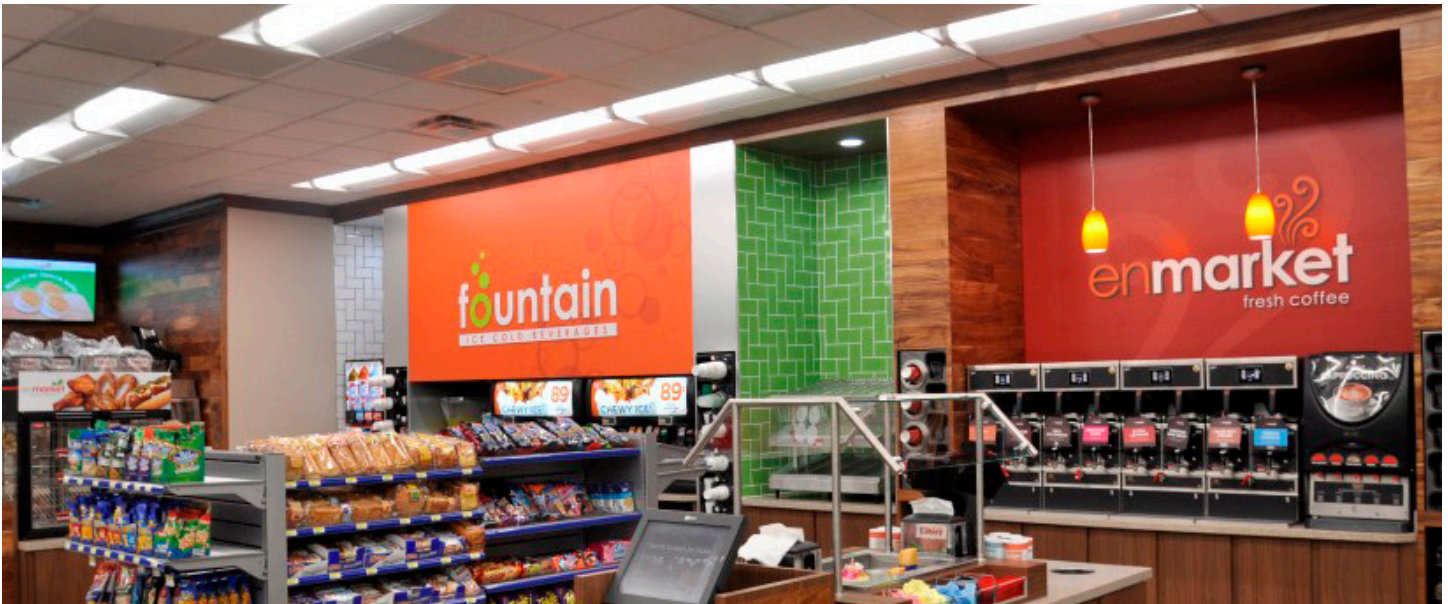
In recent years, convenience stores have experienced a vast transformation. No longer just gas pumps and canopies, they have repositioned themselves as providers of a wide assortment of food and beverage items. The trend prompted one popular C-store, known then as Enmark, to significantly refresh their brand and add healthier options to their stations.

The new approach went straight to the heart of their brand, the name. Enmark became Enmarket.

By adding two letters and a leaf, their logo conveyed their ongoing commitment to premium gasoline and fresh, quality food.

To help powerfully communicate the new image, Enmarket chose Federal Heath to complete full exterior and interior signage reimaging for its locations in Georgia, North Carolina, and South Carolina.





Reimaging Support and Location Development

Enmarket introduced fresh food options to 63 locations in 2015, during which they introduced the new brand name.

With a new logo and concept drawings for the stores in hand, they initially chose multiple local vendors to help execute the plan. They were still at the pilot store phase when Federal Heath entered the picture with an offer that instantly simplified their project: a single-source vendor who could handle needs for every location.

Our Specialty Contracting services demonstrated that Federal Heath could install the large scope signage project along with remodeling and reconfiguring both interior and exteriors of the C-stores, and that sealed the deal. The Federal Heath team compiled estimates, refined the bid, surveyed the 63 stores, and created a mock design for each individual store.



Services Provided

- » Full Exterior Signage Image: Building, Gas Canopy items, and Main Identification signs
- » Full Remodeling Construction Services: Design, Value Engineering, Permitting, and Execution
- » Individual location and sign design with on-site support
- » De-branding and re-branding more than 100 Enmarket locations
- » Large-order manufacturing with customizable elements

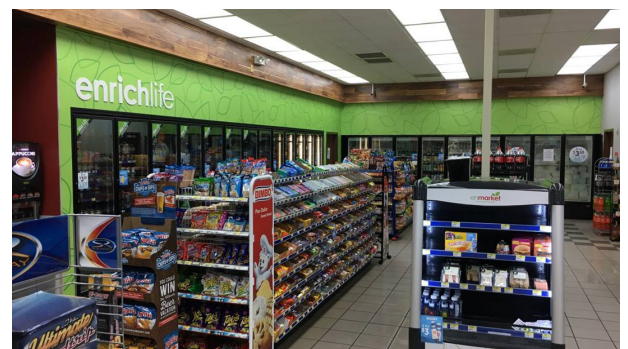
Pilot Yields Positive ROI

Federal Heath was initially chosen to lead the pilot project for interior remodeling at four locations, while also performing exterior updates at 12 locations throughout 2016. Store locations were built based on a variety of land, location, and access factors, making many layouts distinct. Federal Heath's turnkey signage capabilities ensured brand consistency across elements, while supporting individual differences. We provided support to control cost and imaging while allowing every location to feel like an Enmarket.

Older locations that moved through de-branding and re-branding phases often introduce unexpected elements and costs. To help Enmarket control these aspects, our staff of expert project managers designed a system to help meet the variances between formats, selected materials that could easily adapt to multiple situations, and minimized lead time whenever possible.

Federal Heath identified locations requiring construction for an open layout and areas where existing materials need to be covered or updated. By reconfiguring those floor plans, Enmarket noticed an increase in ROI due to the updated layouts.

Based on our performance, Enmarket subsequently awarded us all remaining exteriors and interiors set for remodel. When they acquired 35 new locations in 2017 Q4, they chose Federal Heath as their ongoing signage and branding partner. Within the first month work had already been completed on the first five locations, with other location surveys scheduled to quickly complete work the following year.



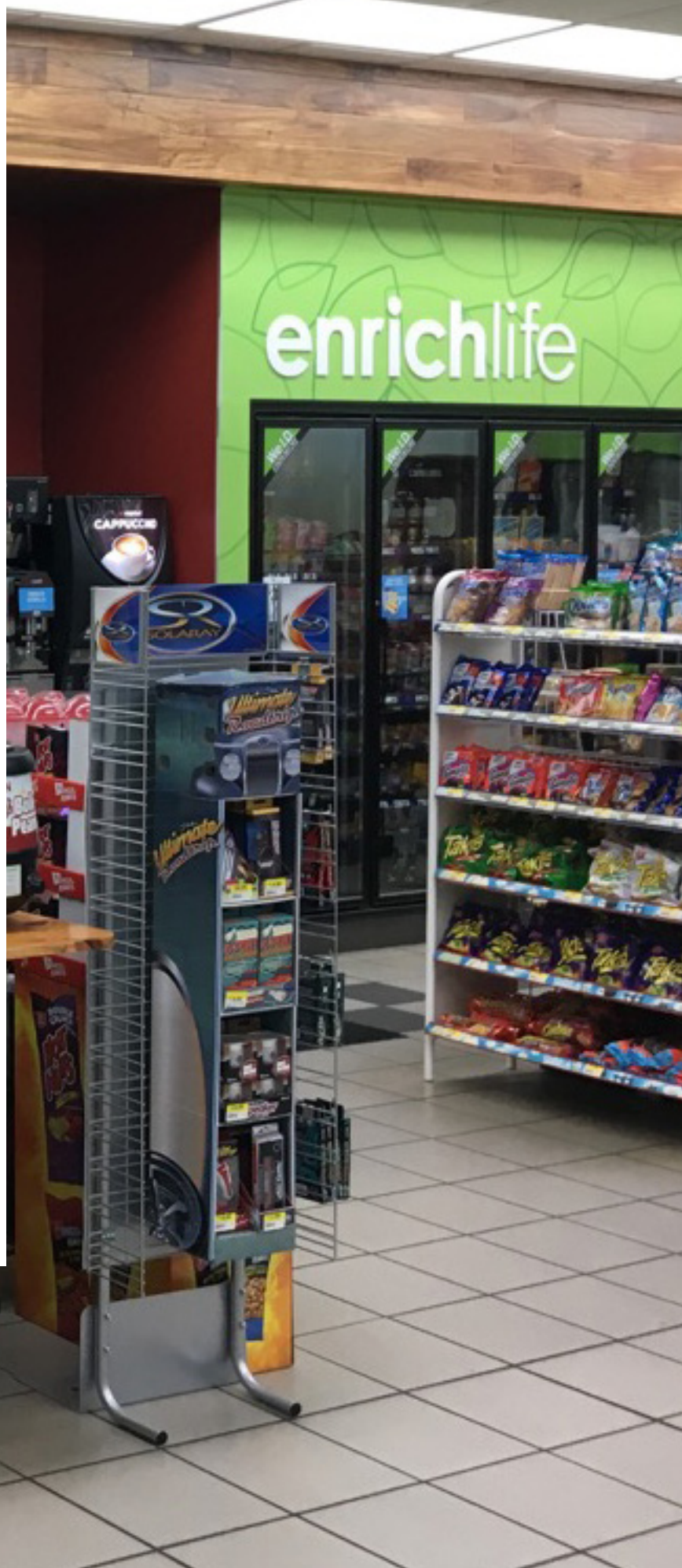
Modify on the Fly: Results Make Flexible Construction Matter

With Enmarket, Federal Heath's strength came from maintaining brand consistency while applying custom designs and elements to each location. Every store felt unique while being clearly part of the Enmarket family.

We worked directly together to analyze site concepts and make recommendations to maximize the potential of each location. Enmarket's interior was revamped and modernized by adding brick, stone, and wood. By adding these elements, their updated appearance added a character and warmth. The interior of the locations reinforced what their brand logo already communicated, a welcoming refresh. High definition printed graphics and directional signage were also used to help consumers navigate the store with ease.

Just-in-time manufacturing – just one aspect of our ongoing Lean initiative – allowed us to quickly adjust graphics and renderings on the fly. That made it possible to quickly meet new requirements due to modified construction or different vendors' equipment installations, keeping projects on schedule.

Federal Heath's processes allow us to take jobs for hundreds of locations with bulk orders while providing customization options for a variety of branding elements. We make each production specific to each store, while allowing customers to keep the economies of scale they need.



Construction and Project Management Expertise

Federal Heath offers more than just signage to our customers. When working with brands like Enmarket, we also provide experienced project managers who coordinate the logistics and details of the entire project, including surveys, permitting, landlord approvals, and corresponding with installers. Project managers help identify potential savings, create unique offerings, and keep every project on-time and on-budget.

Custom Manufacturing

Every store has its own character. Federal Heath lets you keep it. We apply branding to your locations but use in-house manufacturing capabilities to customize key elements or adapt to changes that naturally occur during a project.

ROI-Focused Development

From site selection and permitting to providing multiple options for materials and signage, Federal Heath works with every client to create plans that maximize budgets and investment. We create an inviting atmosphere designed specifically to your needs.

