



# Fiesta Mart

*Making Sign Maintenance a Priority for Four Decades*

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Fiesta Mart operates more than 60 retail food stores in Texas, part of an international business that focuses on a unique demographic market segment in the U.S. and abroad. Fiesta stores feature an open market layout plus in-store courtesy booths where customers can pay utilities, cash checks, send money through Western Union, purchase license tags, buy lottery tickets, and more.

## The Difference We've Made

- » Excelled as a signage partner since 1979
- » Created signage for a growing business
- » Provided superior ongoing maintenance services
- » Installed energy-efficient LED retrofits
- » Updated stores for future success





## How It Started

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Federal Heath and Fiesta Mart have worked together since the day that one of their founders happened past our operation in Houston in the late 1970s. One particular item caught his eye, out of which grew our design of the original “Pepe the Parrot” logo. That led to building signs for their early stores and a relationship that’s endured through the years.

## Where It’s Gone

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Initially, Fiesta Mart’s business strategy was to lease the signs we built and installed – exterior building signs, pole signs, and a variety of interior signage that included plenty of neon. The arrangement called for total maintenance by Federal Heath to keep the signs in tip-top shape. In the 1990s, Fiesta decided to take ownership of most signage themselves, but still needed to ensure that signs performed well every single day. They continued to retain Federal Heath for comprehensive maintenance services.

As a leading maintenance provider, we offer flexible options that are suited to each customer’s current needs. So when Fiesta Mart’s strategy shifted a decade later, we were able to customize our arrangement to provide flat-rate service for electrical needs while still offering cleaning, painting, and other detailing on an as-needed basis.

## What’s In Store

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Fiesta Mart has continued to grow. Under new ownership, they’ve modified their parrot logo and moved toward more energy-efficient lighting options. That’s created opportunities for new signs as they remodel locations, including switching a set of chasing incandescent lights to LEDs in a bakery section. As a go-to partner, we were also able to help when they relocated their corporate office in Houston, arranging for interior signage in less than a week. Meanwhile, we continue to provide quick turnaround on maintenance needs and bring value with a hassle-free way to keep signage working seamlessly and effectively – since 1979.