



## *Redefining the Game: Hibbett's Unique Path in a Crowded Market*

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Headquartered in Birmingham, Alabama, Hibbett operates 970 Hibbett stores nationwide. Serving customers for over 75 years, they sell footwear, apparel, and accessories from top brands like Nike, Jordan, and Adidas.

Facing a fiercely competitive sporting goods market, Hibbett realized the need for a brand transformation. Their objective was to redefine their brand identity, better resonate with their customer base, and position themselves as a leading athletic apparel retailer.

Modern and updated branding was quickly agreed upon, leading to the next phase being a significant rebranding journey that would span their 970 nationwide stores.

### Highlights

- Logo Re-Design
- Replace exterior signage at all existing stores
- Manufacture and install interior graphic wall panels
- Provide sign maintenance services across the U.S.





## Specifics

Federal Heath's relationship with Hibbett began with us maintaining their exterior signs throughout the United States.

When the time came for Hibbett to embark on their logo revitalization initiative, they entrusted Federal Heath as its preferred supplier for the comprehensive implementation across hundreds of existing locations.

In 2020, Hibbett encountered obstacles in procuring their interior graphic wall panels from their supplier. The resourceful Federal Heath team responded by introducing our Wallmaker product. This solution proved cost-effective and comparably efficient, effectively resolving their fulfillment delays.

Leveraging our turnkey capabilities and forward-thinking approach, we showcased our intrinsic value beyond mere pricing considerations, delivering innovative solutions that contribute to the distinctiveness of their brand.



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