



# Whataburger

*Unlimited Signage Maintenance at a Fixed Rate*

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In 1950, Harmon Dobson imagined a burger so big that it took two hands to hold, and so good that customers would exclaim, "What a burger!" From the first Whataburger stand in Corpus Christi, Texas, the brand has grown to hundreds of locations nationwide.

Two important events marked the 1980s: The restaurants introduced all-night service hours, and Federal Heath became a source for their distinctive signage. For more than three decades, Federal Heath's maintenance services have kept Whataburger's signs fresh all day and bright all night.

## Highlights

- » Unlimited maintenance across all locations
- » Fixed-rate coverage for 625+ restaurants
- » Contracts customized to ensure fresh paint
- » Routine safety inspections included



## Recognizable Brand: Orange & White

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It's easy to spot a Whataburger, thanks to branding they introduced in their first few decades. Bold orange-and-white stripes and the "Flying W" logo sign promise a familiar, mouthwatering experience to fans everywhere.

Keeping that distinctive look fresh is important to the brand. That's why Federal Health has been a big part of Whataburger's signage since the mid-1980s. Through those years we've helped as they doubled locations through new buildings and converted acquisitions.

## Plan: Smart & Predictable

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An 80-year history gives Whataburger a real-life appreciation for what years of weather and wear can do to exteriors, including signs. With so many locations, it's hard to predict how many signs will need attention, much less which stores. For budgeting purposes, repair expenses might be similar each year – or they could fluctuate!

That's why Whataburger uses a Fixed Rate Program to limit their sign maintenance exposure each year. By negotiating a no-surprises payment schedule across a contract period, they gain more control of the budget versus a Time and Materials Program. A year with disproportionate repairs doesn't surprise the bottom line.





## Image: Bright & Fresh

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Whataburger's Fixed Rate Program protects against any electrical issues, of course. Illumination is critical for a 24/7 operation. But a fresh daytime look is important, too, so we've tailored their program to include a repaint of each location's pylon pole and cabinet.

Something else we do on each maintenance visit is to visually inspect their sign structures for weaknesses from storm damage, corrosion, etc. Spotting urgent needs has allowed for immediate attention when necessary. Noticing less severe wear early helps head off potentially bigger problems down the road.

## Process: Simple & Dependable

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A Fixed Rate Program has meant that managers can call in problems they notice without concerns about cost. Managers immediately notify the Whataburger Maintenance Service Center, which routes the need directly to us. What happens next – our commitment to dependable customer service – has made us a trusted part of Whataburger's history for decades.

Whataburger is all about big: Big history, big burgers, and big signage (typically a pylon sign, three "Flying W" building signs, and two or three sets of channel letters for each restaurant). Federal Heath is proud to be associated with the Whataburger brand by handling those sign maintenance needs in a big way.