



# OneMain Financial

## *Brand Conversion*

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OneMain Financial is a provider of personal installment loans and insurance services with approximately 2.2 million customers and 1700+ branches in 44 states. Springleaf Holdings, Inc., purchased the OneMain network from Citibank in 2015 for \$4.25 billion.

Federal Heath's Conversion Team, located in Knoxville, TN, was enlisted to provide a comprehensive signage package for OneMain Financial brick-and-mortar locations. Brand-specific products included custom designed exterior signage, interior vinyl graphics, and wall panels. Federal Heath was selected for this project because of prior experience delivering top quality products for the

related Springleaf Financial brand, and the ability to handle expedited project timelines using multiple manufacturing facilities.

### **Highlights**

- » Main ID channel lettersets (remote and raceway versions)
- » Pan Formed Panels for existing wall cabinets
- » Multi-tenant replacement panels
- » Pylon sign face replacements
- » Branded window vinyl
- » Interior branded wall panels
- » 300 sites completed in 3 months





## Challenges

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- » Approvals from outside parties is a challenge to any sign conversion timeline. Federal Heath dedicated internal resources to expeditiously secure landlord approvals, employing consistent follow-up and escalation techniques where needed. Permit approvals were secured in a timely manner using our network of partners in local municipalities.
- » Coordination between city officials and OneMain legal department to acquire proper Certificates of Occupancy (CO); obtaining signage permits that were contingent on successful receipt of CO's.
- » Late stage inclusion of additional printed graphics for windows and interior branding added permit complexity.
- » Time restrictions: all signage and graphics needed to be produced in less than two months.

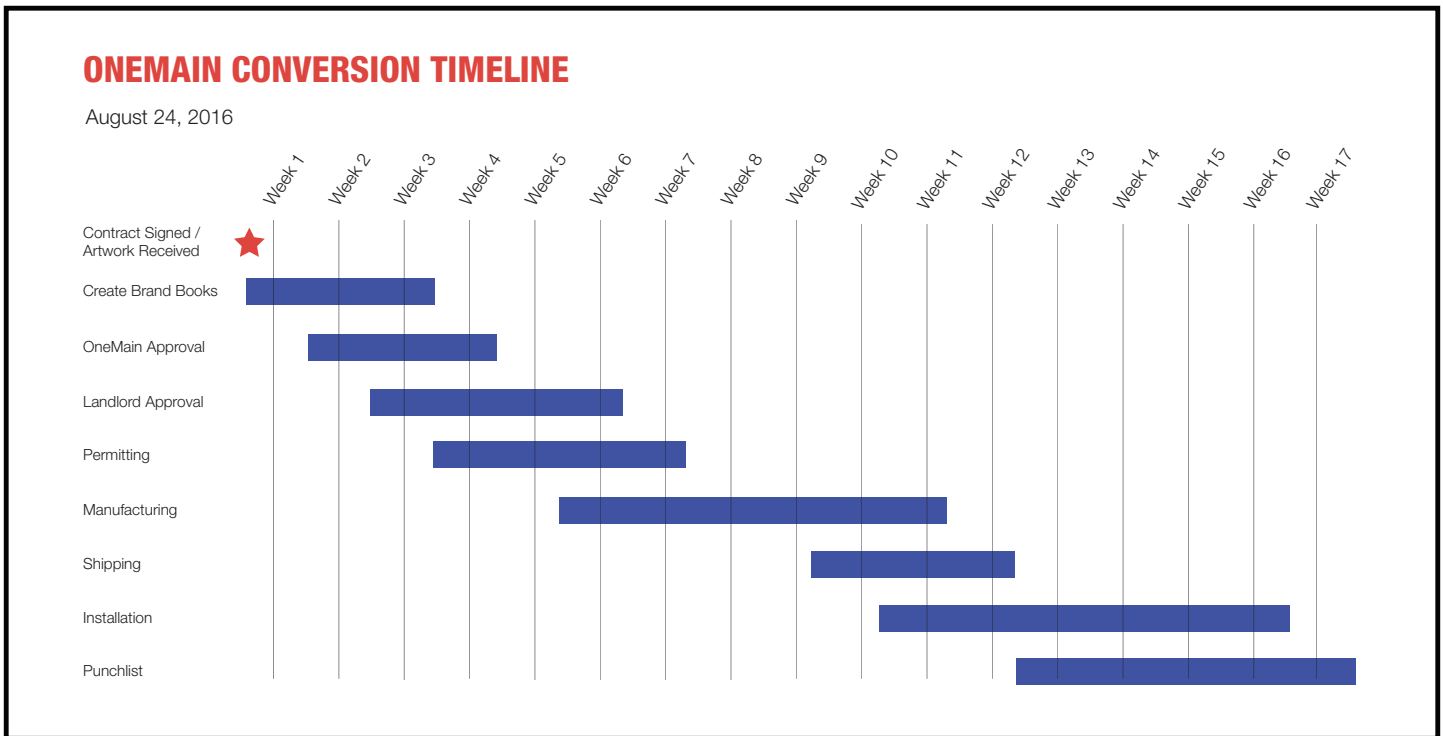
## Solutions

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- » Our Customer Status System, a proprietary project management system, was used to gather and report critical data on the program. From managing the customer approval design process to tracking the status of installations in the field, the CSS played an important role in creating visibility and communicating progress to the customer and project management teams alike.
- » Federal Heath supported the customer's logo design process and provided various logo options. Feedback related to legibility and function from an end-user perspective while reducing cost and value engineering based on our manufacturing expertise.
- » Through critical thinking, decision making, and calculated risk assessment, the customer and Federal Heath were able to remove one-third of the typical lead time for a conversion project. Because of this collaborative approach, installation milestones and project deadlines were met.

## Timeline

The range, volume, and timeline of products required on this program played to the strengths of Federal Heath. From exterior illuminated signage and decorative interior signage to digitally printed window graphics, Federal Heath employed a variety of resources from its five manufacturing facilities and strategic product lines to get the job done.







Opaque perforated blue vinyl film has the unique ability to appear blue during the day and white at night.



“We have enjoyed our relationship with Federal Heath since 2011, when we completed a sign replacement project covering 1,100 locations. Since that initial project, Federal Heath has provided us with ongoing maintenance support. Their sales and support teams have been easy to work with, have provided good direction, and produced and installed quality signs. Over the last six years, we have been able to work with the same core team, building a strong partnership, which enabled us to expeditiously complete a project replacing signs on 300 sites.”

- OneMain Financial