



## THE PFISTER HOTEL

Milwaukee, Wisconsin

When the Pfister Hotel needed to upgrade their exterior signage, they trusted FSG to help deliver a solution that would meet the standard of excellence they have come to be known for.

**Contract Type**  
Signs

**Signs Contractor**  
FSG

### CHALLENGE

The Pfister Hotel has been a staple in downtown Milwaukee since 1893. It's elegance and class are unrivaled in Milwaukee. So when the time came to have their exterior signage updated, they needed a sign fabrication and installation partner that could help them retain the elegance of the the original architecture while still taking advantage of the latest in signage fabrication and installation techniques.

### SOLUTION

FSG has been designing and installing signage for clients of all types and sizes for more than a decade. From large scale stadium projects, to municipal projects, to one off boutique signs, FSG has done it all. For this project FSG relied on its years of experience to design, fabricate, and install a sign that would meet the customer's goals, while not diminishing the high standards the customer is known for.

### RESULT

FSG delivered several designs for the customer to choose from. Once the final design was chosen FSG began the fabrication process. At the time of this writing, final installation is expected after the 2017 holiday season.

For more information about FSG  
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