



## WESCO

United States & Canada



### Owner

Wesco International, Inc.

### Contract Type

Signs

### Signs Contractor

Facility Solutions Group

### Electrical Contractor

Facility Solutions Group

### SIGNS CASE STUDY

FSG Signs serves as turnkey rebranding partner for Wesco sites across the United States and Canada.

#### CHALLENGE

Wesco is a multi-national electrical distribution and services company serving customers worldwide. When the company updated its branding, it needed a reliable signage partner to assist with updating its signage and store branding in the U.S. and Canada. The company needed a partner who could handle interior and exterior signage, scale projects across the US-Canadian border, and support the challenges associated with rebranding signage at hundreds of Wesco locations. FSG Signs has become that partner.

#### SOLUTION

FSG Signs works with Wesco's branding team to identify properties needing signage and brand updates. In some cases, existing Wesco sites still use outdated branding; in other instances, newly acquired properties need a full Wesco brand created from scratch. FSG Signs builds, prints, installs, and powers exterior signage, interior signage, window graphics, wall graphics, diffuser film, and ballistic security film. Work is completed turnkey by FSG with the assistance of affiliate partners in Canada.

#### RESULT

FSG Signs has completed hundreds of brand signage projects for Wesco over the last several years and has more projects in the pipeline. The partnership continues to ensure that Wesco's brand is reflected properly across its footprint of North American properties and FSG looks forward to working as a brand partner for Wesco for many years to come.

