



APPLEBEE'S

Nationwide



SIGNS CASE STUDY

Brightening the Brand: FSG Illuminates Applebee's Signage Across the Nation

CHALLENGE

Applebee's, a leading restaurant chain, needed a reliable partner to retrofit and reface channel letter signage across multiple locations. After a successful collaboration on a lighting retrofit project, Applebee's turned to FSG once again for a comprehensive signage upgrade. The goal was to enhance visibility, maintain brand consistency, and execute the project efficiently across the country.

SOLUTION

FSG's signs and national accounts teams worked together to deliver a seamless signage retrofit. At the FSG Signs facility in Austin, the team fabricated, assembled, and shipped new signs while the national accounts team coordinated installations nationwide. This synchronized approach ensured a smooth, efficient rollout while maintaining high standards of quality and consistency.

RESULT

The result was a refreshed, modernized brand presence for Applebee's, with upgraded signage that improved visibility and aesthetics across multiple locations. By leveraging its expertise in both fabrication and nationwide implementation, FSG delivered a tailored, effective solution that exceeded Applebee's expectations, reinforcing its reputation as a trusted national partner.

Owner

Applebees

Contract Type

Signs

Contract Amount

\$2,500,000.00

Signs Contractor

FSG

Electrical Contractor

FSG

