



## BEN E. KEITH

Selma, Texas

### SIGNAGE CASE STUDY

Ben E. Keith turns to FSG for custom signage and wayfinding solutions

#### CHALLENGE

Ben E. Keith, a distributor of food and drink products since 1906 with headquarters in Fort Worth, Texas, planned to build a new 620,000 square-foot distribution center in Selma, Texas, just northeast of San Antonio. The company needed a sign company to help them with exterior architectural signage as well as interior way-finding signage. Additionally, they wanted to have a custom mural printed and installed on the interior hallways of the building. With a vision for a custom signage solution that would make its new distribution center vivid and memorable, Ben E. Keith reached out to FSG's Signs division.

#### SOLUTION

FSG's Signs team was led by Andrew Chapman, who met with company leaders to discuss their vision for the signage, wayfinding elements, and guest reception mural. FSG designed, fabricated, and installed each signage component needed for the project, and the FSG Electric team from our San Antonio branch supported the effort as the electrical contractor on the job.

#### RESULT

FSG Signs delivered a winning solution for Ben E. Keith, with crisp, creative facility signage that captured attention and supported the company's brand. Wayfinding elements at the facility made a huge difference for visitors, and the reception area mural was the perfect distillation of the customer's vision for the space. With expertise, versatility, and a deep bench of support services, FSG was able to deliver lasting value to this important customer.



FOODSERVICE DISTRIBUTORS

#### Owner

Ben E. Keith Food Distributors

#### Contract Type

Signage

#### Contract Amount

\$189,500.00

#### General Contractor

Timothy Tufts

#### Signs Contractor

FSG Signs

