

The Sign of the Times – Federal Heath Signs Continues to Provide Spirit® Licensees Quality and Dependability



by Vera Haskins
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From the inception of Spirit® Petroleum, I've been more than pleased to work with the staff at Federal Heath Signs. Senior sales executive Mike St. Onge has been with us from day one. And more recently, I've had the pleasure of welcoming Peggy Newland and Tammy Stubblefield, project coordinators based in Jacksonville, Texas.

The Spirit® signs — with their vigorous eagle against a bright red, white and blue banner — always inspire me. And the service and quality of merchandise provided to our licensees by Federal Heath is inspiring as well.

When a new licensee first contacts Federal Heath Signs, Mike or one of his staff members works closely with him or her to determine if existing sign structures are still usable. Retrofitting signs can provide significant cost savings, but is not always possible. If a retrofit is not an option, Federal Heath and the licensee begin the process of determining what signage will serve the location best.

The folks at Federal Heath spend a lot of one-on-one time with our licensees, ensuring a quality product that meets the needs of each location, including site specifications and aesthetic considerations. The demand has increased over the years for a full menu of sign options, and we have added monument and canopy signs, as well as a full range of LED products.

Standard price panel signs are still popular even though at some stations that means physically changing numbers around every day or several times a day. Electronic signs have been increasing in popularity, mainly because of their ease of use. These signs can be integrated into the station's POS system enabling the price, and corresponding register and computer record-keeping to be changed with a few keystrokes.

Federal Heath has always provided our licensees with an excellent product and customer service to match. In fact, Tammy Stubblefield told me, "Customer satisfaction is our number one goal. We do everything in our power to make the customer happy and get them materials quickly and accurately. And we stay in touch with them, keeping them informed and updated."

I know Federal Heath's approach is working from the stacks of positive customer satisfaction surveys Peggy Newland told me about. "We ask about the quality of the product and about our customer service, and the majority are very happy with us, scoring between an 8 and 10 on our scale of one-to-10."

Heath Signs has been there for Spirit® Petroleum since we were created. And whether you are building from the ground up or doing a retrofit, Federal Heath Signs is at the ready to help you determine the best possible signage to promote your Spirit station and get it up and running quickly, efficiently and economically.

Finally, I send a heartfelt *thank you!* to Mike St. Onge especially, but to the entire staff at Federal Heath Signs for their dedication to their work and for providing all of us at Spirit® with the beautiful image which helps us stand out from the crowd!

As Spirit® gains name recognition across the country, our signs are our messengers.

