

Case Study: Graphics and Signage Solutions



Enhancing the Customer Experience, Improving In-Store Marketing Communications

H-E-B Grocery Store
Houston, TX

SUMMARY

Solution

- Indoor graphics and signage
- Specialty area graphics and signage

Results

- LSI managed, produced and implemented the interior graphics and signage program for H-E-B's new store.
- LSI produced 100 percent of the store's indoor graphics and signage, and also created signs and graphics for a number of specialty areas.

Benefits

- Enhanced customer experience
- Effective in-store marketing communications
- Simple in-store navigation for shoppers, employees and vendors

About H-E-B

Headquartered in San Antonio, TX, H-E-B is a privately-owned company with a heritage stretching back more than 100 years. Today, H-E-B serves families all over Texas and Mexico in 155 communities with more than 340 stores and over 100,000 employees. Their commitment to excellence has made them one of the nation's largest independently owned food retailers.

www.heb.com

The Opportunity

Enhance the Customer Experience

In preparation for the grand opening of their new 96,000 square foot store in Houston, H-E-B was looking for creative ways to enhance the customer experience, promote in-store marketing and help shoppers navigate the new space.

Brand Standards

From logos to signage and everything in between, H-E-B wanted to protect its reputation by properly displaying their brand in compliance with their corporate identity standards - ensuring that they always convey a professional image that accurately reflects the quality of their people, products and services.

Way Finding

H-E-B knew that even repeat shoppers can get lost when visiting a grocery store. They needed a way to help all customers, vendors and employees navigate the store with ease - minimizing frustration and saving time while improving the shopping experience.

In-store Marketing

The ability to effectively communicate promotions and special offers was important to H-E-B. The company needed a way to direct shopper attention to various items in engaging and creative ways.

Overall Customer Experience

H-E-B wanted to combine signs and graphics to enhance the overall shopping experience at their new store. The goal was to ensure that a trip to H-E-B is always a very positive experience, and never an inconvenience.





The Solution

LSI's Graphics and Signage

LSI managed, produced and implemented the interior graphics and signage program for H-E-B's new 96,000 square foot store in Houston. The opening of the new store was the first in a planned rollout of H-E-B's "New Urban" designs.

LSI produced 100 percent of the store's indoor graphics and signage, and also created signs and graphics for a number of specialty areas, including indoor and outdoor dining areas, parking lots, a roastery coffee kitchen, a wine and beer-tasting counter, the pharmacy and a large salad bar area. The signs and graphics ensure that each of those areas look distinctive and reminiscent of an individual shop.

Key Benefits of Graphics and Signage:

- Promote brand elements
- Enhance marketing communications
- Improve in-store navigation
- Create unique and engaging spaces
- Boost customer satisfaction

The Results

The implantation of a graphics and signage program at H-E-B helped create a modern, welcoming environment that accurately reflects the company's identity.

Together, LSI and H-E-B implemented a comprehensive program that addressed several key factors, including brand compliance, way finding and in-store marketing, while enhancing the overall customer experience.

Brand Compliance

H-E-B's signs and graphics were brand-compliant - accurately reflecting the company's professional image and their reputation for quality people, products and services.

Way Finding

H-E-B's way finding signs helped shoppers, vendors and employees navigate the store with ease - minimizing frustration and saving time while improving the shopping experience.

In-store Marketing

Graphics and signage were essential to H-E-B's in-store marketing strategy - enhancing the company's ability to promote special offers, community involvement and other important information.

Overall Customer Experience

In addition to way finding signs, H-E-B effectively used signs and graphics to create engaging spaces that look distinctive and reminiscent of an individual shop. This was critical in helping the company create the modern, welcoming environment it was looking to achieve.

"We appreciated LSI's commitment to excellence all the way through the program, and look forward to another great project in the future."

- Enrique Sapien, H-E-B Construction Project Leader

LSI Industries

Our lights and graphics are everywhere you look!

LSI's products are used extensively in grocery stores and pharmacies, automotive dealerships, petroleum stations, quick service restaurants, retail establishments, sports complexes, parking lots and garages, and commercial and industrial buildings.

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