

CASE STUDY

Greater Efficiencies Lead to Stronger Brand Identity

Snapshot:



Client – Highway Equipment Company

Website – www.highwayequipment.com

Industry – Manufacturing

Challenge – HECO needed a simple cost-effective solution to provide multiple consistently branded signage options to their more than 200 authorized dealers.

Solution – 18 signage options and a centralized ordering process were provided through Muir's **Total Program Management** service.

Results – HECO maintained the integrity of its brand identity while giving its dealers personal control of approved branding, overall resulting in an effective logo roll-out.



Client Overview:

Established in 1939, Highway Equipment Company (HECO) is a leading manufacturer of crop nutrient applicators, for the agricultural industry, and deicing spreaders and road maintenance equipment for state, federal, and municipal entities, as well as for private contractors. The product lines for HECO's brands, New Leader® and Hi-Way® respectively, are distributed through more than 200 dealers throughout North America and around the world.

Challenge:

On the verge of unveiling a new corporate logo and a second logo for their Hi-Way® brand, HECO was in need of a simple cost-effective solution to provide multiple signage options to their more than 200 authorized dealers.

Current signage consisted of a small static cling sign that was primarily suited for window application. This was sufficient for some dealer locations but not for those with multiple application surfaces, such as wood doors, painted walls or aluminum siding. In turn, the limited signage options led to insufficient brand exposure compelling dealers who wanted more options to order their own signage from local sign shops. As a result, the quality and brand consistency varied between corporate identity pieces. Color schemes became skewed, logo size and shape became distorted and single run orders became expensive.

To add to the complexity of the problem, HECO provides an Advertising Co-Op program which needed to be considered during the creation of any solution.

Solution:

Muir and HECO jointly performed a **Needs Analysis** with Muir recommending its **Total Program Management** service as an appropriate solution. 18 signage options would be provided to accommodate the full range of sizes and materials, including magnetic decals, decals with removable adhesives, polyethylene signs, and banners.

The solution also included a centralized ordering process to enable cost efficiencies. It would allow distributors to submit their orders directly to Muir with the ability for HECO to review and approve them prior to manufacture. This system would also provide an efficient reporting system to allocate cost for the Co-Op program.

“ Our dealers are going to love this. ”

*Executive Director –
Marketing of Highway
Equipment Company
Hi-Way * New Leader*



Results:

The consolidated ordering system with standardized signage packages has helped maintain the integrity of HECO's brand identity while giving the dealers personal control of approved branding, overall resulting in an effective logo roll-out. Muir consolidated all orders to allow for bulk pricing which lowered costs for both HECO and its dealers. Also in line with HECO's Advertising Co-Op program, which was created for the purpose of sharing costs with dealers, Muir's reporting system allowed for HECO and the dealers to be billed portions of the bulk rates and for Muir to ship individual quantities directly to dealer locations. The direct shipping and centralized reporting mechanisms provided additional efficiencies and time savings to both HECO and its dealers.

About Muir Omni Graphics:

For more than forty years, Muir has been providing some of the world's leading manufacturers, utility companies and service organizations with turn-key decal production and management solutions, including OEM Markings and Decals, Fleet and Corporate Vehicle Markings, Corporate Identity, Control Panels and Fascias, Warning Labels and Signage, and Specialty Graphics. For more information, visit www.muirgraphics.com.

“Everything in our order looked perfect.”

*Executive Director –
Marketing of Highway
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