

Herding Elephants



Featured Project

Pet Hospital Rebrand Program

Description/Scope

- Three- to nine-day project in 400 locations
- New paint throughout
- New signage
- Minor remodel in many locations

Elephants (unique challenges)

- Work had to be accomplished at night (9 p.m. – 6 a.m.) by multiple crews throughout the U.S. in the same timeframe
- Communication between night crews and day program managers/office staff had to be closely coordinated
- Because they were hospital environments, work sites had to be kept clean and dust-free
- Storage containers had to be secured for all sites and arrival of materials had to be tightly coordinated
- Materials had to be carefully organized and staged for use

Highlights

- Client facilities are now modern and visually pleasing
- Client has directly correlated an increase in sales to the rebrand
- PSI continues a strong history of repeat business with this client

**If you have a similar need,
call Jeff Martin at 866.529.1196.**