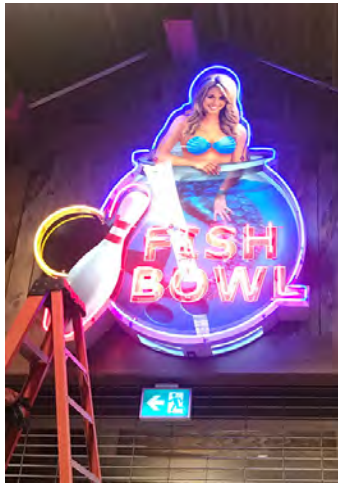


# Bass Pro Shops

Retail | U.S. and Canada



## National Service and Maintenance Program for Destination Retailer

Bass Pro Shops is a leading destination retailer of hunting, fishing, camping and related outdoor recreation merchandise with locations throughout the U.S. and Canada. They recently completed negotiations to acquire Cabela's, a retailer that operates over 80+ locations throughout the U.S. Bass Pro Shops currently plans to keep both brands active in the market.

As a large destination retailer, Bass Pro Shops expects a positive brand experience for their customers. From illuminated exterior signs to large interior neon and LED identification signage, Bass Pro Shops sought a national provider to ensure their branding is consistent and looking it's best across the U.S. and Canada.

### About the Solution

Kieffer | Starlite worked closely with the Bass Pro Shops team to create a national service program that was cost-effective and offered flexibility to meet the company's branding needs. All locations now have a single source provider that will visit the store to evaluate, repair or replace signage consistently across all stores. If a sign is damaged, faded or a light/bulb is out, they now have a trusted partner to provide the needed service and maintenance in a timely manner.

The result of this partnership is a nationwide effort to ensure the store signage for these destination retailers reflects a positive brand image and customer experience across all locations. Our team continues to work with the Bass Pro Shops team to provide maintenance, brand updates, and new exterior and interior signage for their 100+ stores. Our commitment as a national signage provider is to ensure their brand is represented in the best possible way.

