



GOODWILL

Multiple Locations

Goodwill of Central Texas began an organizational rebrand, which required upgrades to its donation centers in several locations, while reducing overall cost of maintenance.

Contract Type

Exterior Signs

General Contractor

CSW Burt Group

Signs Contractor

FSG

Electrical Contractor

FSG

CHALLENGE

When Goodwill of Central Texas decided to rebrand itself, the community clothing and goods donation organization also needed a fresh, new look for its donation locations throughout the Austin metro area. Several locations showed signs of deterioration with steel panels rusting after only a year or two of placement and needed to be replaced with materials that were more cost-effective and better able to withstand weather and the blazing Texas sun. The goal was to reduce overall costs while giving their buildings a new look to go along with the rebrand. FSG proudly stepped in to take on the multiple building restoration projects.

SOLUTION

Goodwill is an existing client of FSG, so this project gave FSG the opportunity to add more value to their relationship while providing a new level of service during their rebranding process. FSG gave the buildings a new, clean look using painted aluminum entry panels with built-in panels to house the wiring for channel lettering. FSG fabricated, painted, and fully assembled panels and channel letter signage to enable the turn-key installation and significantly decrease fabrication and labor costs as well as overall maintenance for the newly upgraded donation centers. By identifying the client's specific needs and pain points, FSG was able to provide a solution-oriented approach while adding value to the existing client relationship with Goodwill.

