

SOLUTIONS!

/ Products and services /

FIELD REPORT

HEALTH SYSTEM MAKES / NEW SIGNAGE / AN EASY PROCESS

With hundreds of clinics, pharmacies and 13 hospitals throughout the state of Wisconsin, Aurora Health Care, Milwaukee, has many and varied signage needs for existing facilities and new construction. The company sought a partner that could handle its large volume of signage and consistently deliver top-quality signs while adhering to strict brand requirements. For a one-stop solution, Aurora turned to Poblocki Sign Co., West Allis, Wis.

actly the same as they were done at another, Poblocki can quickly pull the records and execute the order.

Aurora also stipulated that Poblocki adhere to the system's strict brand standards, and it only wanted to train the signage company once to understand these requirements. Some of those requirements included using a specified teal and white for the colors and a precise material thickness for all signage. The processes Poblocki has in place—online reordering, project



FACILITY NAME / Aurora Health Care LOCATION / Milwaukee PRODUCT / Interior and exterior signage

"Aurora had worked with other signage vendors but as our organization grew, we turned to Poblocki," says Holly Gore, creative services manager for Aurora.

Aurora started working with Poblocki in 1996, and soon challenged the company to deliver on its signage expectations systemwide—and to retain all documentation for each site. By managing all the records, Poblocki staff always have Aurora facilities and signage specifications at their fingertips, saving Aurora time on administrative details for each request.

Poblocki stores Aurora's records in an extensive catalog that includes permits, history documentation and other files necessary to complete a project. This way, if Aurora quickly needs 10 signs at a location ex-

management, in-house design and engineering—made it easy for the sign company to grasp and maintain the brand requirements for one hospital and apply that understanding to the whole system.

"Poblocki allows us to spend less time on signs and more time on patients," says Gore. Poblocki's services also have helped Aurora build a consistent brand.

"It's easy for our patients to locate us due to our branding being strengthened through signage," says Gore. "They don't even need a name or an address. When they see a teal sign, they know they've arrived."

// POBLOCKI SIGN COMPANY //
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