



by Vera Haskins
President of Spirit® Petroleum

A Picture's Worth a Thousand Words

Your graphics and signage needs are unique. Each site has its individual specifications and quirks. And when you're in the midst of a conversion or building a ground-up, you want the security that your signs, decals, banners, valances and canopies will show up on time, exactly to your specifications and at the high quality needed to get the job done right. At Spirit®, we understand this completely — which is why we support you with experienced vendors ready to make every step of the branding process go smoothly.

Keeping your needs in mind, Spirit® has just entered into a new partnership with Mountain Commercial Graphics, a producer of exceptional screenprinted and digital graphics. With more than 25 years of direct experience with the petroleum industry, this privately owned company (with only 55 employees) based in Houston, Texas has maintained an impeccable reputation for customer service, recently winning the “retail vendor of the year” award from a major brand.

Pat Blair, vice president of Mountain Commercial Graphics' Petroleum Division, knows creating attractive and durable graphics isn't all this business is about: “Service is our forte. Anyone could go out and buy equipment to print decals and banners, but we've forged a reputation for service, quality and the ability to respond to our clients' needs. Our dedicated sales representatives are familiar with all types of pumps, model numbers and specifications, making the ordering process hassle-free for the customer.”

Spirit® also continues its long relationship with Federal Heath Sign Company. This industry leader has been with Spirit® since our beginning, helping to develop the brand's recognizable red, white and blue image. Federal Heath has provided custom signage and related services to national and international busi-



nesses for more than 100 years, becoming one of the most successful sign companies in the United States. Their client list is varied and impressive. In addition to in-depth knowledge of the petroleum industry, Federal Heath's know-how includes the retail, restaurant, hotel, finance, automotive and gaming markets. This breadth of experience makes them ready to handle any circumstance with ease and finesse.

Despite running 25 offices across the country plus four state-of-the-art manufacturing facilities, Federal Heath still works one-on-one with clients large and small. According to Mike St. Onge, Federal Heath's senior sales executive, it is necessary not only to provide customized products but also to offer customized service. Mike and his colleagues are always willing to talk their clients through the entire process with answers to questions at every stage. They also return quotes as quickly as possible, enabling distributors to move ahead with their orders to ensure reasonable turnaround times.

They say “a picture's worth a thousand words,” but it probably shouldn't take quite so many words, e-mails or faxes to place your graphics and signage orders. Don't you agree?