



Pharmacy 777
EVERYDAY 8AM - 8PM

PHARMACY 777 PILBARA SIGNAGE RE-BRAND

777 FRANCHISING PTY LTD

JUNE 2022

Pharmacy 777 Pilbara Signage Rebrand

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This case study features Signs & Lines recent work with the rebranding of Pharmacy 777 and explores how to successfully complete an installation over great distance. In total five stores were installed with both internal and external signage over the Port Hedland and Karratha region.

THE PILBARA - HOW BIG?

Known as the largest iron ore mining and export area in Australia, the Pilbara region is located around the Tropic of Capricorn in the north of Western Australia. The Pilbara region is impressive in size covering an area of 507,896km², which is twice the size of the UK!

The Pilbara has a population of around 45,000 people, with most residing in major towns such as Karratha, Port Hedland, Marble Bar and Newman. A large number of mine operations provide employment in the region. Many are people that work in the region on a fly in, fly out basis (FIFO). The region is also a major tourist destination for those looking to explore the natural beauty of Western Australia.

This case study features Signs & Lines recent work in regional WA for Pharmacy 777, re-branding 5 stores across the Pilbara region.

PROJECT SNAPSHOT

- Project:** Pilbara Signage Re-brand Project
- Location:** Karratha and Port Hedland, Western Australia
- Environment:** Internal and external
- Client:** Pharmacy 777
- Date:** June 2022
- Features:** Internal and external building signage



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CASE STUDY

THE PILBARA RETAIL PROJECT

Pharmacy 777 commissioned Signs & Lines to audit, design, manufacture and install new internal and external signage for 5 x stores across the Pilbara as part of their re-branding project.

The scope of works requested involved our team flying out the Pilbara to audit the 5 stores across two days and come up with the recommended design options based on the client's vision for each store.

Once the proposed design for each store was approved, we manufactured the signs in-house and ensured the signs were manufactured to schedule with the aim of installing signage in all 5 x stores in one round trip.

The 5 x stores locations were:

- Pharmacy 777 – Karratha
- PharmacyHELP – Karratha
- Pharmacy 777 – Tambrey (Karratha)
- Pharmacy 777 – Port Hedland
- Pharmacy 777 – Port Hedland Portside



They say the devil is in the details and we definitely found ourselves saying that a few times with this project. Meticulous planning was necessary to ensure that the right existing signage was removed and replaced with the relevant new signage.

Our scope of works included:

- Four out of the 5 stores had an external signage requirement, with a mixture of window vinyl replacement, window signage panel replacement and flat wall signage replacement.
- All 5 stores had a range of internal signage requirements ranging from internal bulkhead sign replacement to vinyl signage replacement.

WINDOW GRAPHICS

All signs were designed in line with the client's specified colours to ensure the re-brand of the Pilbara stores were in line corporate guidelines to match other Pharmacy 777 stores across WA.

For the window vinyl replacement, we manufactured the new signage using premium cast vinyl. Each window graphic had to be custom designed to ensure the design can be spread across multiple window panels to create the big picture effect. One of the windows Pharmacy777 in Karratha spread over 3.2 metres wide over 4 sections - this meant we had to ensure the graphics were printed in 4 sections and perfectly lined up on site during installation.



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CASE STUDY

A photograph of a Pharmacy 777 sign mounted on a building facade. The sign features the word 'Pharmacy' in a dark blue font, followed by three stylized '7' characters in red and blue. Below this, the text 'EVERY DAY 8AM - 8PM' is written in white on a dark blue background.

Pharmacy 777

EVERY DAY 8AM - 8PM

A photograph of a Pharmacy 777 sign mounted on a building facade, identical to the one on the left. It features the word 'Pharmacy' in dark blue, three stylized '7' characters in red and blue, and the text 'EVERY DAY 8AM - 8PM' in white on a dark blue background.

Pharmacy 777

EVERY DAY 8AM - 8PM

WINDOW GRAPHICS

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WINDOW PANELS & WALL SIGNS

To ensure the same aesthetic was achieved across the stores, all flat wall signs and window panels were manufactured from 3mm ACM panels with digital print and a matte overlamine to protect the sign from the elements.

Where window signage was not an option, stores utilised the available external wall spaces for branding sign materials. Our team carefully designed the signage to ensure that all new signs were a precise replacement for the existing signs.

One of the flat wall signs spanned 5.3 metres wide and over 2 metres high. This sign had to be designed, manufactured and installed in 5 x ACM panel sections all measuring over 1 metre wide and 2 metres high.

ACRYLIC & ACM SIGNS

The design requirements across all the stores were similar with a few variances on a store by store basis. In total we manufactured and installed over 70 types of internal signage across the 5 x stores.

The large majority of the internal signage were manufactured from ACM or acrylic or in some instances, a combination of the two materials were used to create a stand-off wall effect.

Pharmacy 777 Tambrey & Pharmacy 777 Portside contained white acrylic panels with white acrylic text adhered in position with metallic cast silver vinyl applied to the face. Text examples are "DIGESTIVE health", "ALLERGY relief" and "PAIN support".

Pharmacy 777 Karratha & Pharmacy 777 Port Hedland contained ACM panels wrapped in cast vinyl with silver metallic cast vinyl text applied to the ACM panels on site, with taglines and text such as "YOUR PHARMACY 777 Pharmacist IS HERE FOR YOUR health, FOR life."

PharmacyHELP contained white acrylic text that is adhered directly to the recently replaced bulkhead panels with text such as "Medicines", "Nutrition" and "Sleep Support".

INTERNAL VINYL

To mark store key information such as opening hours, digitally printed cast vinyl with a matte overlamine was manufactured to ensure the team could install the vinyl at the entrance of the store to easily communicate this key information to customers. Door vinyl was similarly utilised to highlight services offered by the pharmacy such as the 'Consultation Room' at Pharmacy 777 Port Hedland.

PharmacyHELP had a unique requirement compared to the other stores for their shelving signage. Each shelf had a newly replaced gondola panel, for which we manufactured premium cast vinyl cut graphics that were to be applied directly to the gondola on site. Examples of the cut graphics text is "Foot Care", "First Aid" and "Therapeutic Skin Care".

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INSTALL CHALLENGES

A project wouldn't be a project without a few challenges and this is where the strengths of our project management team comes into play.

The first challenge we faced with the project was logistics. With over 1500km distance between our premises and the installation locations, our team had to carefully plan the correct transport methods to ensure the signage arrived to site in a timely manner and with no damage.

Transporting goods throughout Western Australia can be challenging due to the rough terrain and weather conditions which can directly affect the goods transported on the back of a truck. This involves high quality packing, a reliable transportation company and a packing

methodology to ensure safety and protection for the big trip. The use of waterproof and additional scratch proof packing materials came into play for this journey.

The installation works were planned outside of the Pilbara cyclone/wet season to minimise the weather impact on the works. The wet season is from November to April, which allowed our team to plan for the transportation of the signs to occur in late May to allow for install in June.

To ensure the project was cost effective we planned the installation of the 5 x stores in one big trip. Our installation team flew to Karratha to install the 3 x stores over 1 week. Upon completion the team drove over 200km to Port Hedland to complete the installation of the additional 2 x stores over 3 days. In total our team spent 8 nights in the Pilbara and flew home from Port Hedland.

GREAT BUILDING SIGNAGE IS TRANSFORMATIVE

Whether you need inspiration, design assistance or help managing a new retail signage project, the team at Signs & Lines can take your building signage from drab to fab! Our service includes creating an integrated plan that will boost brand awareness and enhance your professional image.

Make the most of your building canvas – whether with static or digital signage – and use this space to engage, capture and generate a return on investment with digital signage technology.

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