

SUCCESS STORY

AccuformNMC | Construction & Infrastructure | Enterprise |
Standardization | Safety Signage | \$25K–\$50K | Joe Imber



**\$40K Multi-Site Standardization:
Safety Poster Program**
Solving inconsistent safety messaging
across hundreds of locations

IMPACT SNAPSHOT

- \$40K annual program established
- Scaled across hundreds of locations (~20,000 employees)
- Recurring monthly order model created
- Clear path to expand across additional locations and teams

KEY QUESTIONS

- “How do you ensure consistent safety messaging across locations?”
- “Are sites ordering signage independently today?”

PROBLEM

Inconsistent messaging creates risk at scale

- Large, multi-site organization with no standardized safety messaging
- Individual locations managing messaging independently
- No efficient way to deploy consistent communication across sites

PROPOSAL

They need a program, not a product

- Kitted poster/banner solution for all locations
- Implement as a corporate-level standardization program
- Rollout with consistent messaging across facilities

SOLUTION

Make it easy to scale

- Delivered a pre-built kit (~\$400 per location)
- Designed for repeat ordering and simple deployment
- Supported by internal collaboration to build and package the program

REPEAT

What to look for and how to help

- Identify multi-site organizations with decentralized purchasing
- Ask about consistency gaps across locations (safety, compliance, and/or branding)
- Position a standardized kit, not individual products
- Sell at the corporate level first
- Build in recurring ordering cadence