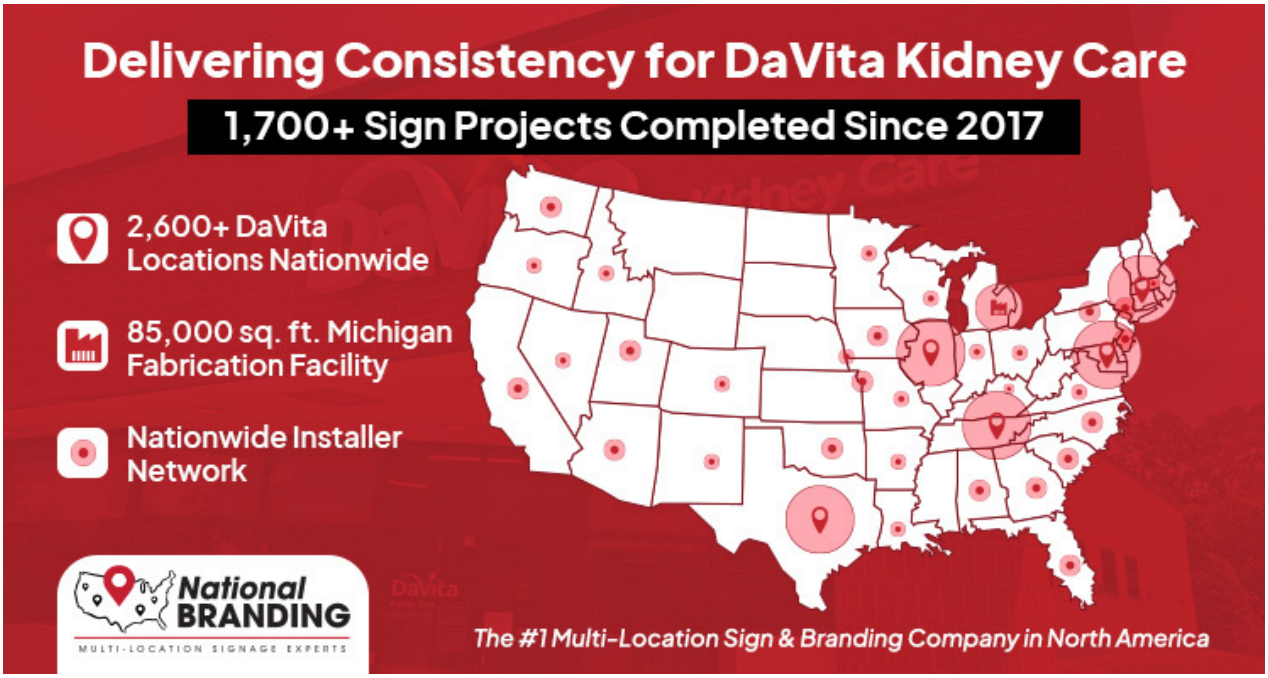


National Branding Achieves Milestone of Over 1,700 Sign Projects with DaVita Kidney Care Using Sign and Branding Management Software

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National Branding has reached a significant milestone in its partnership with DaVita Kidney Care, completing over 1,700 sign projects across the United States since 2017. This collaboration utilizes National Branding's BrandBoss sign and branding management software to manage rebrands and installations, ensuring consistent visual identity for DaVita's network of over 2,600 dialysis centers.

The partnership emphasizes the delivery of signage solutions that align with DaVita Kidney Care's brand standards. National Branding provides various entrance signs, such as awnings, pylon signs, monument signs, post signs, and channel letters. These components support DaVita's operations, which include 2,816 outpatient dialysis centers in the United States serving approximately 204,200 patients, along with 321 centers in 10 other countries serving 3,200 patients. Uniform signage contributes to brand recognition and patient experience in the healthcare sector.

Project managers at National Branding use BrandBoss sign and branding management software to oversee permits, production, shipping, and installation. Although DaVita Kidney Care does not access the software directly, the platform offers transparency through site-specific portals, timeline histories, and approval dashboards. This system enables real-time updates and coordinated efforts among teams, facilitating management of multi-site projects.

Specific projects demonstrate the range of the collaboration. In Rockford, Illinois, a monument sign was installed with a cabinet mounted to an existing brick base, complying with local regulations and DaVita's design specifications. In Mount Rainier, Maryland, illuminated box signs received new faces, accompanied by door vinyl and lobby signs to improve interior and exterior cohesion. White channel letters with bronze returns were added in Collierville, Tennessee, to match architectural elements. Illuminated tramless channel letters enhanced visibility in Tomball, Texas. In Branford, Connecticut, channel letters combined with indoor signage created a unified appearance for the facility. These installations adhered to scheduled timelines, reflecting the efficiency of the process.

BrandBoss sign and branding management software addresses challenges in large-scale branding by centralizing communication, approvals, and documentation. The platform reduces dependency on separate tools like email or calls, with mobile access delivering customized notifications on project milestones. This has aided DaVita's growth, including recent facility expansions.

Bob Chapa, CEO and President of National Branding, commented on the achievement. "The partnership with DaVita Kidney Care demonstrates the role of organized project management in healthcare branding. The application of tools like BrandBoss maintains quality and uniformity across installations."

Matthew Godwin, COO and CFO of National Branding, provided insight into operations. "Coordinating over 1,700 projects demands effective systems. BrandBoss organizes nationwide activities, from permit acquisition to final reviews, supporting consistent outcomes for partners like DaVita."

Torey Rouillon, Director of Project Management at National Branding, highlighted execution aspects. "The process earns DaVita's confidence by eliminating ambiguities in branding efforts. BrandBoss ensures accountability, aligning each site with the organization's focus on patient services."

The collaboration illustrates National Branding's approach to signage and brand management. The company's 88,000-square-foot facility in Michigan facilitates in-house fabrication, supported by a nationwide network of installers. This setup enables handling of extensive projects while maintaining compliance with brand guidelines.

National Branding offers signage and brand management services across industries, including healthcare, retail, and corporate. With more than 25 years in the field, the company provides consulting, design, fabrication, installation, and project management. National Branding has participated in industry discussions through television appearances and webinars on topics like national sign implementations and sector developments. The firm serves as a resource for entities aiming to strengthen their visual identity through branding strategies.

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