**Byrider (JD Byrider Systems) Commercial Rebrand Painting Project**

**The problem to be solved:**

This project was part of the CertaPro Painters Strategic Account Program. The project required an exterior Byrider’s franchised re-branding project to change the exterior colors and required removal of existing signage, building repairs, surface prep and repainting to the facades of the buildings and coordination with the sign install company to minimize the downtime of the branding for each store. The buildings were in three (3) different cities across Northern Indiana.

**Problem solver solution:**

The first order of business was to get buy-in and introduced to all the stakeholders to include the Strategic Accounts team, client contacts, and the three (3) included vendors to plan for a schedule that involved being flexible with having manpower on stand-by, closely watching weather and temperatures and an enhanced level of communication to ensure all were on the same page. Second, the completion of the scope of work that included pressure washing, building repairs on EIFS (Exterior Insulated Finishing System) and concrete block, surface preparation, and painting following an illustrated rendering. Another key to this successful project was the application of Sherwin-Williams Sher-Cryl High Performance Acrylic paint systems due to ByRider’s new bold and deep based blue and orange colors. Sher-Cryl will allow for a longer-term color retention in the sun and tough Midwest winters. Finally, coordinating with the sign install company to allow them to complete their installation of the newly created signs to complete the branding process.

**Final result:**

After various renovations, prep work, repairs, coordinating with a sign company for new signage, and painting custom colors, we were able to complete the project efficiently and on time. We successfully completed the new ByRider Blue and Orange color scheme on various substrates. We were able to meet Byrider’s brand standards expectations by creating a successful project plan, completing logistics and materials delivery, working efficiently and communication with all stakeholders to make a successful project completion of ByRider’s commercial branding project.