



# Keeping Up With The Competition



- A Richmond-based chain with over 20 locations
- New competitors made business extremely competitive
- Realized the need to upgrade to keep up

### BIG CHALLENGE

Uppy's is a chain of convenience stores based in Richmond, Virginia. They faced a big challenge when two super-regional convenience store chains moved into the area and drastically changed their marketplace.

Uppy's made the decision to improve their stores to maintain and even grow their market share in this more competitive environment.

“We had to upgrade our image to keep up with the new competition,” said Steve Uphof, Owner of Uppy's Convenience Stores. “We reached out to Holiday Signs for help. They came up with a great sign package that made Uppy's very inviting, both inside and out,” he said.

### MADE THINGS WORK

“They did a super job of coordinating with the national sign vendors too. Whatever we needed, whether it was for a large exterior gas sign or interior neon, Holiday figured it out and made it work. We continue to rely on them for signage as we add more stores.”

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