



## THE PFISTER HOTEL

Milwaukee, Wisconsin

When The Pfister Hotel in Milwaukee needed to upgrade their exterior signage, they trusted FSG to deliver the same high quality they provide their guests.

### CHALLENGE

The award-winning Pfister Hotel has been a staple in downtown Milwaukee since 1893. Its elegance and class are unrivaled in Milwaukee. So when the time came to have their exterior signage updated, they needed a sign fabrication and installation partner that could help them retain the elegance of the original architecture while still taking advantage of the latest in signage fabrication and installation techniques.

### SOLUTION

FSG has been designing and installing signage for clients of all types and sizes for more than a decade. From large-scale stadium projects to municipal projects, from one-off boutique signs to iconic reproductions for national chains, FSG has done it all. FSG delivered several designs for the customer to choose from. Once the final design was chosen, FSG began the fabrication process.

### RESULT

For this project, FSG relied on its years of experience to design, fabricate, and install a sign that would meet the customer's needs and support the high standards for which the Pfister Hotel is widely known.

#### Contract Type

Signs

#### Signs Contractor

FSG

