

The Challenge

As the largest owner of ATM's in the world, Cardtronics had placed their ATM's throughout their markets, but with minimal and ineffective branding. As they were beginning to implement a strategy of co-ownership with financial institutions, the need for cost-effective, increased branding was paramount.



Cardtronics:

Creating cost-effective, co-branded signage that is recognizable worldwide.

Through multiple design meetings, and many hours spent in the design studio, Sterling was able to come up with a product line that met the criteria. Much research and development was done to find an effective means to create a multi-tiered, 8 sided backlit signage design that created a recognizable Cardtronics brand or co-brand that was easily spotted in the competing retail environment that.

The Result:

The implementation around the world of thousands of the Sterling products for Cardtronics has been a win-win for both organizations. Cardtronics has continued to rapidly expand their ATM base while partnering up with hundreds of financial institutions. Their ATM's show a level of trust and accessibility that heretofore had only been reserved for the financial industry.

- ✓ Experienced design & engineering teams
- ✓ Ensuring budget and time line are on track
- ✓ Full, turnkey services from design to manufacturing & implementation