

Client: Perrigo
Location: Grand Rapids, MI
Scope: Interior Wayfinding Solution and Installation
Products: Arc Modular Sign System

Date: Aug 2022
Value: \$50,000



Challenge: Perrigo embarked on the design of a new North American corporate headquarters in Grand Rapids, Michigan, with the aim of creating an environment that promotes flexible workspaces and cross-functional collaboration while prioritizing safety in a post-COVID-19 environment. Additionally, the headquarters needed to be visually appealing to attract top-tier talent in an increasingly competitive job market.

Solution: In response, 2/90 implemented a tailored solution by integrating 2/90 ARC modular signage throughout the headquarters. This innovative signage system features changeable inserts, including a paper-based graphics that could be managed in-house, enabling employees to effortlessly update their office and workstation signage within a flexible work environment.

Designed with Perrigo's signature colors and logo elements, the ARC signage enhances the overall aesthetic of the building while reinforcing the company's brand identity. This approach not only fulfills the functional requirements of the space but also fosters a welcoming and professional atmosphere that aligns with Perrigo's commitment to excellence. By creating an inviting workspace, Perrigo successfully positioned its new headquarters as an attractive destination for highly skilled professionals.

HELPING PEOPLE FIND THEIR WAY. With more than four decades of experience planning, installing, and maintaining signage systems, 2/90 has a proven history of successfully managing turnkey signage projects. We have manufactured and installed comprehensive architectural communication solutions for many prestigious government facilities.

Our 2/90 interior architectural facility signage systems and advanced fabrication capabilities allow us to create high-quality signage to complement any environment. An extensive offering of colors, finishes, and countless options with insert configurations, graphic elements, and product enhancements, provide a sustainable, modular interior sign solution for our valued clients.

COMMERCIAL CORPORATE

PERRIGO

