

Case Study: British Petroleum

Federal Heath Takes Part in Historic Project in Mexico



Highlights

- BP BRANDED CANOPY FASCIA
- CUSTOM BP DISPENSER GRAPHICS
- INTEGRATION OF AVETTA SAFETY PROGRAM
(FORMERLY PICS)

11,400 Pemex Stations

1,500 BP Stations Planned

Executive Summary

As a result of Mexico's deregulation of its nationalized petroleum market, Federal Heath completed the first ever brand conversion of a Pemex station to British Petroleum (BP). Federal Heath design and production teams produced the majority of the components for the rebrand, including canopy fascia and dispenser graphics. Our specialty contracting group spearheaded the installation and served as the coordination leader of additional BP contract suppliers.

Customer

British Petroleum is a multinational oil and gas company operating in 72 countries worldwide. The London based company has approximately 18,000 stations and employs more than 74,000 people.

Case Study: British Petroleum

Challenges

- Coordination of rebranding activities outside of the continental United States including logistics, contract suppliers, and installers
- Safe shipping and delivery of manufactured products to Mexico
- Developing a robust culture of safety with installation partners throughout the project lifecycle in line with BP's Golden Rules of Safety
- Permitting and fee structures were non-existent; project served as test bed for the creation of a process to obtain legal permits, establish codes, pay fees, and gain approvals for future projects
- Nine months of in house safety and installation training; on-site field supervision was provided to ensure quality

In 1938, in response to a bitter strike between Mexican oil workers and foreign-owned petroleum companies, President Lazaro Cardenas nationalized the nation's private, foreign and domestic petroleum companies. President Cardenas cited the move as protection against foreign companies taking advantage of Mexican workers. The result was the creation of Mexico's one and only fuel provider, Pemex.

As a result of Mexico's recent energy deregulations, the opening of this new BP station is a historic occasion marking the first time in nearly 80 years that an international oil company has operated in Mexico selling its own branded fuel. The new station attracted substantial public excitement, and two additional sites are in development. There are approximately 11,400 Pemex stations in Mexico and BP plans to open 1,500 locations in the coming years.

BEFORE



AFTER



- [Why pick Federal Heath for your petroleum solutions provider?](#)
- [NPR's "How One Gas Station Symbolizes Mexico's Energy Revolution"](#)

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Results

In an effort to validate safety efforts between Federal Heath and installation partners, [Avetta Consulting](#) (formerly PICS) was enlisted to vet and certify our comprehensive safety program. Areas of the safety program that were evaluated included: workers compensation, quality standards, and safety performance measures.

All reimagining products were manufactured in two of our state-of-the-art manufacturing facilities: Racine, Wisconsin, and Delaware, Ohio (Federal Heath operates five facilities strategically placed throughout the continental United States). Each component was consolidated by site in crates, and then shipped to Mexico. Shipments were received offsite, and then delivered to the site on the day of the install.

Federal Heath is the only company in the United States or Mexico that can design, engineer, and completely produce all elements of a petroleum station reimage. We are capable of internally producing valances, risers, door cover, dispenser decals, flag signs, 3 dimensional canopy fascia, channel letters, column cladding, canopy buttons, exterior building signage, and interior graphics. Our services also include a robust process for surveying, site analysis, installation, and safety. We are a true, turnkey provider – we save you time and money by doing it all.

“We are delighted to be the first international oil company serving Mexican consumers in what is the sixth-largest consumer gasoline and diesel market globally. The energy reform provides a great opportunity for Mexico - it will bring choice and competition to the gasoline market.”

- Richard Harding, Vice-president, BP Downstream
commercial development (BP Global Website)

