



CASE STUDY:  younique

***ELEVATING
BRAND IDENTITY
THROUGH AN EV
CHARGER FACELIFT
THAT'S MORE
THAN SKIN DEEP***



*Younique Headquarters
3400 W Mayflower Ave, Suite 350
Lehi, UT 84043*

YOUNIQUE, a direct sales company with a mission to uplift, empower, and validate women affected by childhood or domestic abuse, recently undertook a novel step to align every aspect of its headquarters with its brand identity.

Located in Lehi, Utah, in a striking, five-story Class-A building that the company owns and shares with subtenants, Younique integrates its branding throughout its offices.

Its blossom-shaped logo and color palette of soft red, pink, purple, and baby blue are on full display, representing the multidimensional pathways a woman must walk on her journey to healing completely.

However, a plain, rusted EV charging station outside detracted from this cohesive aesthetic. Here's how an upgrade by **Pedestal PRO** and **Champion Electric** transformed the charging station into a statement piece that creates a welcoming, polished first impression for employees, subtenants, and visitors.

**...AND I KNEW THAT A CHARGER
LIKE THAT WOULD MAKE A POSITIVE
FIRST IMPRESSION ON ANYONE
ENTERING OUR PARKING LOT.**

—Kevin King, Younique Security Manager

Recognizing a Brand Opportunity

Conscious of the company's modern and welcoming brand image, Facilities and Security Manager Kevin King saw opportunity in updating Younique's plain, rusted EV charging station. However, King wasn't quite ready to replace the charger completely, as it was installed just three years prior and the charging mechanisms still worked (albeit rusty and a bit wobbly, it didn't warrant the cost of a full rip and replace).

Lucky for King, a marketing email from Pedestal PRO introduced the perfect middle ground. What he once viewed as a purely functional, free-charging station for employees and subtenants, became a clear brand opportunity.

"They were promoting a new housing for chargers that could give mine more presence, add lights to improve safety and security, be more structurally sound, and offered a branding opportunity for Younique," King says. "From the photos, I was very impressed by its bold appearance, and I knew that a charger like that would make a positive first impression on anyone entering our parking lot. Plus, the price for a Pedestal PRO 'facelift' was quite affordable compared to replacing the entire unit." He wanted to learn more.



A Contractor's Endorsement

King turned to Champion Electric, Younique's trusted contractor, for guidance. Electrical Foreman Casey Flygare was impressed by Pedestal PRO's offering.

"It was unlike any upgrade solution I had ever seen. From the specifications, I could tell that this housing was more than just an attractive facade. It was sturdy and well-designed."

FLYGARE DESCRIBES SEVERAL FEATURES THAT CAUGHT HIS ATTENTION:



DURABILITY TO STAND THE TEST OF TIME & FORCE:

The Pedestal PRO solution is fabricated of zinc-primed steel and features a quarter-inch-thick mounting plate. ***"You could back a truck into them; they're that sturdy,"*** he says.



SAFETY & LIGHTING ENHANCEMENTS:

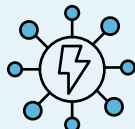
Bespoke to Pedestal PRO's EV solutions, lighting provides users with a sense of safety and security, as well as elevating parking lot ambiance. Flygare had never seen integrated safety lighting on EV Charger stands before.



CABLE MANAGEMENT FOR IMPROVED USER EXPERIENCE:

Pedestal PRO's stands feature superior electrical cable retractors that stand up to continuous use, unlike many faulty or failing Gen-1 cable experiences existing today. Designed for a premium user experience and accessibility, someone without much strength can easily pull the cable for use.

The cable mechanically maintains its position, allowing the user to let go, while it will still ratchet back up when the user is ready. By comparison, other manufacturer's charging cables are often difficult to use or found draped on the ground as retractors wear out.



CUSTOMIZABLE DESIGN & BRANDING:

Customers can create any look they imagine to personalize or brand their parking lot, extending their identity, theme or to advertise on the housings, rethinking traditional outdoor signage. The units include a complete full-color vinyl wrap with a 5-year warranty.

These features offered both aesthetic appeal and practical benefits, aligning with Younique's goal to make a lasting impression on employees and visitors. King and Flygare decided to proceed with the upgrade.

To learn more about Pedestal PRO's EV features, visit:
pedestalpro.com/ev-charging-stand



**COMPARED TO
COMPETITORS,
REDUCED ASSEMBLY
TIME BY **30–40%****

Streamlined Design and Installation

King describes the process of designing the look of Younique's new charger housing as simple, quick, and efficient. *"Pedestal PRO provided us with a template and our talented in-house designers came up with several ideas. We submitted those to Pedestal PRO, and their team made some minor suggestions, like moving the logo to maximize our brand's visibility on the final product. They also provided us with 3D rendering of what the actual units would look like."* (Pedestal PRO provides complimentary design services for companies lacking in-house graphics professionals.)

Installation, led by Flygare, was equally seamless. He estimates Pedestal PRO's housings reduced assembly time by 30–40% compared to competitors. He attributes this to a couple of differentiating factors unique to Pedestal PRO.

First, there were far fewer pieces to assemble than competitor charging housings he's worked with.

"If you didn't need an electrical contractor to kill the power and hook up the wires, anyone could do it," he says. It's that intuitive and simple.

Secondly, Pedestal PRO's tower features an unusually spacious cavity that easily accommodates all the wiring. Flygare explains, *"With typical housings, we find ourselves trying to squeeze in giant wires for a 40-amp or 60-amp charging system, and when we try to put the cover back on, we're always worried about getting a wire pinched between two pieces of metal. The unit shorts out, there's melting and burning, and it creates all sorts of problems. Installation is much faster with Pedestal PRO because we're not spending time trying to make things fit; we also don't get our fingers and hands cut up from working in too tight a space."*



A Winning Solution for All Stakeholders Seeking Sustainability

*"At Yunique, we are always looking for ways to uplift, empower and validate — not just through our products, but through everyday interactions. We hope to bring a smile to the face of anyone who sees or uses our new EV chargers. **Improving the charging experience is a simple way for us to demonstrate our thankfulness for our employees' commitment to sustainability while reinforcing our corporate ethos,**" says Derek Maxfield, Yunique Founder and CEO. The charger has had its intended effect.*

"Many employees have expressed appreciation for the new lighting at the chargers," says King. "In the winter, when we're off daylight savings time, people leave the office after dark. And year-round, we have employees who start work before sunrise. They like seeing what they're doing, and it makes them feel safer. Plus, the enhanced aesthetics and superior user experience is a welcoming addition that reflects our commitment to quality."

The upgrade has financial benefits, too, as noted by Flygare. "Companies who go with Pedestal PRO will ultimately cut down on building management costs because the units are so much sturdier. The stand won't require replacement as often. And the company will spend far less than they would on a complete rip-and-replace."

Pedestal PRO's solution is also preferred by electrical contractors performing the installation, like Champion. "These units are super easy to install, meaning we can quote labor more accurately. There won't be surprises that eat into our margins and negatively impact a project's profitability. Plus, we're able to offer a product that really stands apart and differentiates our services."

Whether providing an EV charger as a free perk to employees, or charging customers for their use, there are clear competitive advantages to the quality experience and positive impression that only Pedestal PRO's EV stands provide.

In as simple terms as possible, Flygare describes why choosing Pedestal PRO's stands should be a no-brainer for any property looking to level-up their sustainability solutions:



***IT'S LIKE CHOOSING
BETWEEN A MOTEL 6
AND A RITZ CARLTON FOR
THE SAME PRICE. WHERE
WOULD YOU WANT TO
CHARGE YOUR CAR?***

—Casey Flygare, Electrical Foreman



Modernizing EV Charging for Everyone

We're on a mission to innovate the EV charging experience for all stakeholders. We create custom EV charging stands or outfit existing infrastructure with modern appeal and commercial opportunity.

Start a Project

Integrating with 200+ EV providers, including:



Call +1 (800) 660-3072 or email info@pedestalpro.com