

RESTAURANTS :: Dunkin' Donuts — Ohio



Background

Ken Blum is no stranger to the franchise industry. After being a Dunkin' Donuts franchisee for more than 2 years, he came to realize that a major problem all franchises face is a lack of personalization. So when he became fed up with standard pylon signs, Blum turned to Jay Nichols of Cicogna Sign Company in search of something that would give his stores some individuality.

Results

Nichols pointed Blum toward Watchfire Signs representative Tim Fausel, who showed Blum a Watchfire electronic message center. Blum purchased his first Watchfire LED sign to help bring "pop" to his chain of stores. One year and two more signs later, he is still a faithful Watchfire customer.

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— Ken Blum, Franchisee
Dunkin' Donuts



SIGN SPECS

19mm Color LED
Matrix: 32 x 96
29" High x 6'3" Wide
4 Lines x 19 characters

Case Study

Ken Blum was tired of the plain pylon signs his Dunkin' Donuts stores displayed, and he was no fan of moving letters around to provide a new message. "An LED sign is just far more convenient than the changeable copy signs," Blum said. "That's probably the number one factor for our switch to Watchfire LEDs."

Blum says the new signs have not only saved his businesses time and provided convenience, but they've also improved communication with the surrounding community.

"We misjudged production one day, and had a lot of donuts left over," he said. "At 6 p.m. we changed the sign to read, 'Tonight only: all donuts 25 cents.' Within an hour, they were all gone. Clearly, the sign works. They read it, and they react to it. It's eye-catching."

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After experiencing an initial bump in sales after buying his first Watchfire sign, Blum's sales continued to grow and grow. With such positive results, he couldn't think of anyone better to turn to when he needed new signs for other store locations. Now Blum owns three Watchfire signs, and a fourth could be on the way. "We've obviously been very pleased," he said. "We're a repeat customer, and we've recommended them to countless other fellow franchisees."

Blum credits his satisfaction to Watchfire's ability to provide a quality product along with outstanding service. He also likes Watchfire's five-year warranty, which helped his decision to choose a Watchfire LED sign. "We don't do repeat business unless we're happy with the customer service and the quality of the product we're getting," he said. "Buying numerous signs from the same company speaks more about our happiness with Watchfire Signs than anything I could say."

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