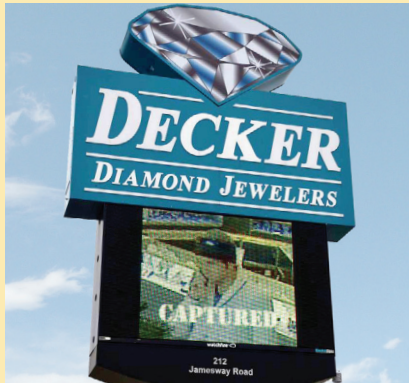


RETAIL :: Decker Diamond Jewelers — Ebensburg, Pa.

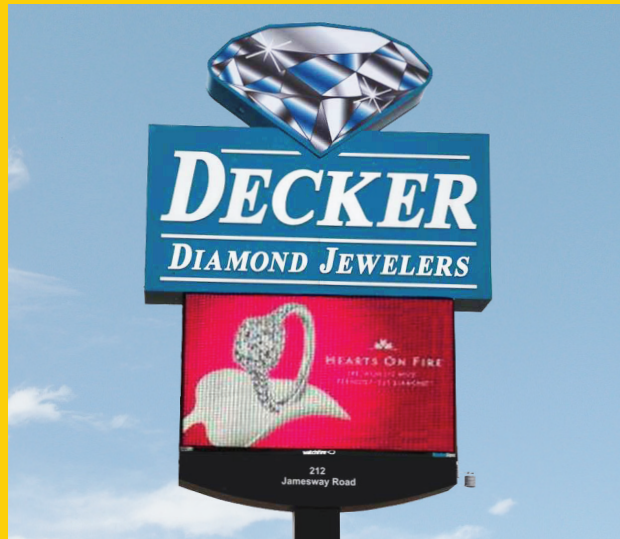


Background

Dan Decker, owner of Decker Diamond Jewelers, knew his jewelry store's high traffic location would be ideal for an LED sign. He had considered purchasing one for several years, and as he saw the quality of LED signs increase and prices decrease, he knew it was time to invest. Decker sought the advice of Ralph Lovette, sales manager for local sign dealer, Minahan Sign Company, to help him find the right product to help his business grow.

Results

Within months of having their color 16mm LED sign installed, Decker Diamond Jewelers Owner Dan Decker estimated the sign had attracted an additional 700 to 800 new customers to the store. Decker Diamond Jeweler's Watchfire LED sign has had some unexpected benefits as well. After an unfortunate theft at the store, Decker used his Watchfire sign and posts on Facebook to publicize security footage. That publicity was instrumental in helping police identify and arrest the suspects. "People were calling, driving by and even stopping to photograph the sign," he explained. Within a day, the suspects in the surveillance images had been identified.



SIGN SPECS

16mm Color LED
Matrix: 96 x 168
5'7½" High x 9'4¼" Wide
12 Lines x 34 Characters

Case Study

Decker Diamond Jewelers, in Ebensburg, Pa., has served the Johnstown and Altoona areas for more than three decades as the premier jewelry store and diamond source. Owner Dan Decker knew an LED sign would be perfect for his high-traffic location, but chose not to have a large pylon sign in front of his store for many years, until he knew the time was right to invest in an LED sign.

Decker Diamond Jeweler's long time sign dealer Ralph Lovette, sales manager for Minahan Sign Company, was instrumental in helping Decker select the right sign for his retail location. For Lovette, there was no question which manufacturer he would recommend. "Competitors in our area often promise customers their signs are 'the same as Watchfire,' but once we can sit down with them and compare the factory warranty, customer support six days a week, service warranty agreement, country of origin (U.S.), quality and features — such as automatic dimming, time and temperature, and wireless communications — it's clear to them why Watchfire is the best in the industry," he explained.

During the decision process, Lovette and his Watchfire representative demonstrated the sign's advertising capability to Decker, right in front of his store. These demo truck visits were critical in helping Decker choose the right resolution sign to make the images of jewelry on the store's sign really stand out.

In the months following the sign's installation, Decker saw a dramatic increase in foot traffic in the jewelry store. Decker explained, "When we ask new customers what brought them in, the responses are interesting. From, 'I don't know, but where is the piece that is on the sign,' to 'I pass the store often, but something drew me in.'" Clearly, Decker stated, advertising on the Watchfire LED sign is making an impact.

As a believer in the power of LED signs, Decker said the sign has lived up to and exceeded his expectations. "The return on investment is quicker than I expected," reported Decker. He described the sign as "one of our best business decisions."

"The return on investment is quicker than I expected, it's one of our best business decisions."

— Dan Decker, Owner
Decker Diamond Jewelers

FOR MORE INFORMATION CALL YOUR LOCAL SIGN DEALER.

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