

AUTOMOTIVE :: Klean-a-Kar — Columbus, Ohio



BEFORE

Background

Klean-a-Kar, a family-owned, full-service car wash, has been in business in downtown Columbus, Ohio, for nearly 60 years. Offering everything from quick washes to full detail packages, it's a community staple. However, their old sign, which simply read "Car Wash", did little to advertise its full range of services — or even its name. Recognizing a growing need to set his business apart from the competition, Klean-a-Kar owner Dan Ramsey contacted DāNite Sign Co. in hopes of finding a dynamic sign solution that would build the company's brand and better inform consumers of what's available there.

Results

With guidance from the design team at DāNite Sign Co., Ramsey became familiar with Watchfire LED signs. After learning more about the unique on-site advertising capabilities of the product, Ramsey opted to purchase a high resolution, full-color, video-capable electronic message center. After the installation of the 19mm LED sign, business at Klean-a-Kar increased as new customers arrived in search of the various services advertised on the sign.



AFTER

SIGN SPECS

19mm Color LED
Matrix: 48 x 112
3'5" High x 7'3" Wide
6 Lines x 22 Characters

Case Study

When Klean-a-Kar owner Dan Ramsey approached DāNite Sign Co., he was looking for a way to set his business apart from other car washes in the area. "Before, we had two fixed signs that said 'Car Wash', but we didn't really advertise our name," he said. "But now, there are so many other car washes out there, we felt we had to get our name advertised in a better way."

After seeing Klean-a-Kar's old signage, DāNite Sign Design Consultant, Ryan Srbljan agreed. "I'd estimate those signs were over 25 years old, and the brand was not well displayed," he said. "They were missing an opportunity to better serve their customers who didn't realize all of the services that Dan was offering."

"We wanted to get our company's name and services advertised, and a Watchfire LED sign is just the most striking way to get the job done."

— Dan Ramsey, Owner
Klean-a-Kar

Located in a high-traffic area outside downtown Columbus, Klean-a-Kar had a golden opportunity to reach out to thousands of people daily. This is where the sign design experience of the DāNite Sign Co. team came in handy. "Dan wanted to get something that really had some presence to it, so we went with a custom-designed sign that incorporated a 19mm LED sign," Srbljan said. "And Watchfire had the right product for the right price."

Ramsey agreed. "We spoke to several sign companies that endorsed Watchfire," he said. "Knowing that Watchfire was used by multiple companies, we knew it must be pretty special."

Ramsey has seen a strong return on his investment. The new sign has helped Klean-a-Kar accomplish something it struggled to do before — inform customers about specific services. The result has been an increase in the number of people coming in and looking for certain packages, and that has led to increased sales.

And those branding problems Klean-a-Kar was having? Consider them solved. "We wanted to get our company's name and services advertised," Ramsey said. "And a Watchfire LED sign is just the most striking way to get the job done."

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