

AUTOMOTIVE :: Merchants Auto — Hooksett, N.H.



BEFORE

Background

When Merchants Auto first sought to upgrade its signage in the 90's, the successful New Hampshire-based used car dealership turned to Watchfire Signs. At the time, they purchased a bulb unit. That transaction marked the beginning of what has become a lasting relationship between the two companies, and it was no surprise that Merchants Auto called on Watchfire again when it was ready to upgrade to a larger, LED sign solution.

Results

Michael Sydney, Vice President of Merchants Auto, had a pretty good idea about what brand of LED sign he wanted. Still, he did his due diligence, obtaining quotes and references from LED sign dealers and manufacturers from around the country. In the end, though, the answer was clear: Watchfire Signs was still the best choice.

* The new sign also helped Merchants Auto take advantage of an energy efficiency program his state was offering. With the help of his utilities service rep, Merchants Auto was able to consolidate its electrical usage and have the new LED sign monitored to determine energy savings. In the end, Merchants Auto received a \$50,000 rebate check from their local utility company.



AFTER

SIGN SPECS

XVS 19mm Color LED
Matrix: 128 x 416
10' High x 30' Wide
16 Lines x 83 Characters

Case Study

Merchants Auto knows the value of longevity in business. After all, the used car dealership has been in business since the 1960s, when current Vice President Michael Sydney's father-in-law opened it. When Sydney decided to upgrade to a large LED sign that would increase sales and energy savings, he chose Watchfire — the same company that sold him a bulb unit two decades earlier.

"We were looking for something dramatic that would positively affect the retail sales operation," Sydney said. "And we were interested in joining our community's rebate program for the reduction of greenhouse gas emissions."*

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— Michael Sydney, Vice President
Merchants Auto

With these objectives in mind, Sydney enlisted the help of local sign company Jutras Signs. Cathy Champagne, President of Jutras Signs, had plenty of experience with the Watchfire product. "Merchants Auto really put their trust in us to help them pick the right sign," Champagne said. "And based on our experience, we felt that a 19mm Watchfire LED was the best choice for the impact they were looking for."

Merchants Auto bought the sign hoping it would modernize its storefront, attract customers, and help the dealership take better advantage of its residence near a busy highway. So far, the new sign has lived up to their hopes. "People really notice it, and they comment on it," Sydney said. "Just by raising people's awareness that we're here, it's working."

Apparently, many other nearby businesses are impressed. Sydney has recommended the sign to local business operators who were interested in digital signs. Sydney laughed. "I'm always more than happy to help Watchfire make another sale. It's a great company with a great product."

FOR MORE INFORMATION CALL YOUR LOCAL SIGN DEALER.

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