

SCHOOLS :: Petersburg High School — Petersburg, Va.



Background

After a long run with an LED sign that kept going out, Petersburg High School in Petersburg, Va. decided they needed something more dependable. Principal Alicia Fields consulted with her facilities manager and then sought out Moore Sign Corporation to help her begin the transformation to a new, reliable Watchfire LED sign.

Results

It only took one meeting for Fields to be sold on the Watchfire product. After seeing the demo truck she knew this was the sign that her school needed, and shortly thereafter Petersburg High School introduced its new sign to students and community members alike. The full color Watchfire LED sign has become a vital part of Petersburg High School's communication strategy, increasing community awareness and attendance at events. All in all, it was a very beneficial investment.



SIGN SPECS

19mm Color LED
Matrix: 32 x 112
28" High x 8' Wide
4 Lines x 22 Characters

Case Study

"The high school was ready for a new sign," said J.W. Hill of Moore Sign Corporation. After years of driving out almost weekly to fix the faulty LED sign, Hill knew better than anyone that the high school needed something more dependable.

Once their existing sign finally gave out, Petersburg High School Principal Alicia Fields looked to Hill for help. "They were really hoping to get reliability and functionality — a sign that would actually work for them," said Hill. That's when Hill introduced them to Watchfire.

"Not only has the experience been great, but the new sign has brought more people to our school's events."

—Alicia Fields, Principal
Petersburg High School

"I suggested a Watchfire sign for the same reason I always suggest a Watchfire sign to a customer. They're engineered well, and the company gives you great customer service," said Hill.

Fields agrees, noting that her local Watchfire representative came with Hill many times to explain how the new sign worked and what it could do. "They would frequently take time out of their schedules to show us how to work everything, which is what you want as a customer," said Fields.

The new full-color LED message center lets the high school advertise school events in a way they couldn't with their previous, unreliable sign. "We wanted to be able to communicate with our community and with the parents," said Fields, "we need to let people know just what sorts of events we're having at our school, and the sign has really done that for us."

Community members have complimented the sign's graphics and versatility. "Students have also stopped me just to say how neat the sign is. The fact is it's colorful and it catches your attention; it's what we wanted to advertise our school."

Fields says that her entire experience with Watchfire and Moore Sign Corporation has been excellent, and notes the comfort she now feels in having a reliable and guaranteed product.

FOR MORE INFORMATION CALL YOUR LOCAL SIGN DEALER.

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