

## RESTAURANT :: Bullock's Deli — Denton, Md.



**BEFORE**



**AFTER**

### SIGN SPECS

XVS 19mm Color LED  
Matrix: 64 x 112  
4'5" High x 7'3" Wide  
8 Lines x 22 Characters

### Background

Since opening Bullock's Deli in 1976, owner Rick Bullock has made many additions and upgrades, including a 50's themed ice cream parlor. A staple of the Denton, Md., community, Bullock's was struggling for a way to get the word out about special items, menu updates and improvements such as the ice cream parlor. Keeping the deli's old outdoor sign up-to-date proved to be a hassle for the family, and Bullock decided enough was enough. They sought the help of Phillips Signs, Inc., a local sign dealer, to update the look and function of their outdoor signage.

### Results

Matt Phillips of Phillips Signs, Inc., demonstrated to the Bullocks that what they really needed was a Watchfire LED sign. Since the installation of the sign, Bullock's Deli has seen an increase in sales. Items from lottery tickets to deli specials can be quickly advertised on the new sign, attracting attention. The sign's flexibility and sales impact have turned the Bullocks into satisfied Watchfire customers.

### Case Study

When the Bullock family approached Phillips Signs, Inc., it was because their business, Bullock's Deli, was badly in need of new signage. "Our old sign needed updating. It was a hassle to change, and it seemed as if we were not using it enough because of the hassle," said Michele Amalfitano, daughter of owner Rick Bullock.

Matt Phillips suggested a Watchfire 19mm color XVS sign for the location, knowing it could help the business to better advertise, and that updating messages would be hassle-free. "They were looking for a sign that could display all of the products and services they now offered, and I knew Watchfire's versatility could do that for them."

**"We have many customers say they stopped because they saw something on the sign that interested them."**

— Michele Amalfitano,  
Bullock's Deli

According to Amalfitano, having Phillips come out with the Watchfire demo truck certainly helped them in their decision process; they were quickly won over with the great graphics that their local Watchfire representative displayed on the demo sign.

Phillips knew from the beginning that a Watchfire LED sign would be the perfect match for Bullock's Deli. "We stand behind Watchfire signs because they have the 'Wow' factor, and that's what the Bullocks were looking for."

Since the installation, Amalfitano says they have been able to promote lottery ticket sales, daily breakfast, lunch and dinner specials, as well as sale items and ice cream specials. "We have many customers say they stopped because they saw something on the sign that interested them. When the Mega Millions jackpots are up, we post the jackpot and definitely notice increase in business for our lottery sales for those days."

Amalfitano is now a true Watchfire believer. "We would definitely use Watchfire again, and would highly recommend Watchfire to anyone thinking of getting an LED sign!"

**FOR MORE INFORMATION CALL YOUR LOCAL SIGN DEALER.**

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