

RETAIL :: Lewes Fishhouse — Lewes, Del.



SIGN SPECS

25mm Color LED
Matrix: 40 x 96
3'8" High x 8'4" Wide
5 Lines x 19 Characters

Background

In Lewes, Del., the competition among fresh seafood establishments is fierce. Lewes Fishhouse, established in 1994, supplies over 200 restaurants with fresh seafood and is home to a thriving seafood market and take-out business that serves the Lewes Beach area. Aware that with longevity his business had become a part of the Lewes landscape, Owner Chuck Donohue decided he needed a landmark sign to stand out and draw in a new crowd. Donohue wanted a sign that could be easily changed to reflect the specials of the day. He started his search at First State Signs in nearby Dover.

Results

After consulting with First State Signs and several local business owners, Donohue decided that a Watchfire LED message center was exactly what Lewes Fishhouse needed to advertise fresh specials and give the location a new look. Donohue had a custom Watchfire LED display installed, and suddenly fresh seafood wasn't the only thing Lewes Fishhouse was known for.

Case Study

When Lewes Fishhouse Owner Chuck Donohue and Manager Deanna Slater approached Dale McCallister of First State Signs, they knew that they wanted a sign that could be easily changed to keep up with catch-of-the-day specials. McCallister suggested a Watchfire LED sign, knowing it could do just that.

While advertising fresh specials was a priority, Donohue also wanted something that made his establishment stand out. Once installed, the Watchfire sign delivered. "When we first had it installed, we were the only ones on our part of the highway to have one. People were actually pulling over to take pictures of it," said Slater.

"We've seen a notable increase in business with our new sign — about a 20% increase in our retail store — since the installation."

— Deanna Slater, Manager
Lewes Fishhouse

Besides attracting the attention of shutterbugs, the business has enjoyed a healthy increase in its take-out sales since the sign went up. "We've seen a notable increase in business with our new sign — about a 20% increase in our retail store — since the installation" said Slater.

With user-friendly Ignite® Graphics Software provided by Watchfire, Slater is able to change the messages frequently as specials and inventory change. "Since the sign is so easy to use, we run specials weekly and daily. We even promote specials on the weekends."

According to Slater, one of the best perks of the sign was having a Watchfire representative train the staff on how to use the software to create messages that stand out to people passing by. "Customers have even reported turning around on the highway just because they saw a special on the sign that interested them."

With the increased sales and notoriety that their Watchfire LED sign has brought them, it is no surprise that Donohue and the staff at Lewes Fishhouse are happy customers. "We would absolutely work with Watchfire again, the process was simple and all the staff members we dealt with were helpful and accommodating," said Slater.

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