

KERLEY Signs

Creating an Image that Lasts...

301-773-6800

www.kerleysigns.com

Are you communicating with your customers effectively?

How do you plan to stand out



and catch some attention?



Are you in the *Digital Age*?

Look how we



communicate now



Don't be left behind.

Invest in the current market 'Norm' & Grow with it.

Do you pay for advertising up front?

Do you buy a house, car,
or equipment in cash?

The investment is long term,
just like your property.



What else do you need to do?

You need to provide information both relevant to their needs
and something of value to them & profitable to you.



The Small Business Administration states that businesses typically see an **increase in revenue** from **15%** to **150%** simply by installing this advanced advertising medium!

Your sign is the **first impression**
your customers have of your business

WHY NOT BLOW THEM AWAY

With all of the money we're spending on advertising, why aren't we reaching our customers?



Maybe there's more working against your business than just a difficult economy?

Television advertising is far less effective today.

Fact: 1 in 3 homes in America have a DVR.
Fact: Over 60% of all digital cable subscribers have a DVR.

How many people are watching television ads? It is estimated that 40% of DVR owners pre-record their favorite programs and fast-forward commercials.



Watchfire LED Signs will grow your business.



Installing an LED Electronic Sign from Watchfire allows you to communicate directly with your customers when they are right outside of your business. No other form of advertising even comes close.

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Take control of your business again. Easy-to-Use Ignite™ Software gets you up and running instantly and has over 1200 built-in animations.

Start talking to your customers again. We're sure they'd love to hear from you.

Radio ads have also been affected by new technologies.

- :: Satellite Radio
- :: Cell Phones
- :: Mp3 Players and Downloaded Music



So what happened to advertising in the local newspaper?

A 2009 article in the New Yorker titled "Out of Print" by Eric Altman stated the following:

"Newspapers have lost over 42% of their marketing value in the last 3 years."



Want to learn more about Watchfire? www.watchfiresigns.com

Energy Efficiency | Benefiting the Environment and the Bottom Line

Eco-Friendly Signs and Billboards

From the very beginning, Watchfire has designed our LED signs and billboards with efficiency, sustainability and durability in mind.

We recognize that green products are more than just good for the planet. Signs that consume less energy are a better investment for buyers and we continue to seek out technology that reduces ongoing cost of ownership.

Watchfire uses energy-saving and environmentally friendly components and design specifications such as:

- High efficiency LEDs that last over ten times longer than traditional lighting sources and use less than half the energy of LEDs available just three years ago
- A custom-designed high-efficiency power supply
- Sign ventilation design that has never needed air conditioning or heaters
- Automatic dimming at sundown and an optional photocell to adjust brightness in all light conditions

Watchfire has continually improved design and sourced more efficient products to reduce maximum Amps. Here are examples of reductions we've made in our billboard product line:

Pixel Pitch	Size	Max Amps 2009	Max Amps 2010	Max Amps 2011
16mm	14' by 48'	168	98	69
19mm	14' by 48'	149	80	63

The Most Energy Efficient Outdoor LED Signs Available



It's true. A Watchfire LED is the most energy efficient outdoor LED on the market. But don't just take our word for it. In May of 2011 Watchfire was the first in the industry to earn UL-Energy Efficiency Certification, a testament to our compliance with the strictest efficiency requirements in the US.

The UL- Energy Efficiency Certification was developed to assist manufacturers in testing and certifying products for compliance to energy efficiency requirements contained within Title 24 of the California Energy Commission's Building Energy Efficiency Standards. Certification standards include mandatory automatic control requirements and standards that set limits on installed lighting power for illuminated signs.

Reduce, Reuse and Recycle

We do that too. It's just good business to continually invest in reducing power consumption, chemicals and waste related to the production process. Our Danville, Illinois factory recycles throughout the production process from the plant to the office, including:

- Water used in the manufacturing process, removing and disposing of chemicals along the way
- Scrap from production, including aluminum, copper wire, steel, lead and cardboard
- Wood products such as pallets and crating
- Electronic equipment from our offices
- Workforce related refuse, such as paper, aluminum cans and plastic bottles

Our green philosophy extends to our manufacturing plant, which is well insulated and designed to promote cross ventilation, eliminating the need for air conditioning. We also use air scrubbers to reduce airborne emissions and run compressed air on timers to increase plant efficiency.

While we strive to expand the life span of our products, we build them with recyclable components that can be harvested and recycled when a sign is retired.