

RETAIL - LAWN & GARDEN :: Anderson Home and Garden - Newport News, VA



Background

Anderson Home and Garden has been the go-to garden center in Newport News, Va., for nearly 50 years, providing the community with everything from potted plants to landscaping supplies. When owner Clark Anderson decided to renovate the business, he wanted replace the existing signage with a more dynamic sign solution that both added to the "wow" factor of the new building and promoted the frequently overlooked merchandise the store offers.

Results

After an unsuccessful beginning with a Watchfire® competitor, Anderson encountered the sign of his dreams on display at another local business. He called local sign company Sign Media, and spoke with sales representative Mike Burnett, who helped arrange for an on-site demonstration of a Watchfire sign. Anderson fell in love with the high-definition display, and quickly purchased his own Watchfire LED sign. According to him, the results the new sign has produced are even better than he'd imagined.



:: SIGN SPECS ::
16mm Color LED
Matrix: 64 x 168
8 Lines x 33 Characters
4' High x 9'5" Wide

Case Study

Clark Anderson was looking for a sign to complement the new renovations to his home and garden business, but the options shown to him by the sign company he was working with just weren't that impressive. "I wanted a real high-definition sign," he said. "Something that would allow me to display pictures of my flowers and plants without them looking like cartoons."

The sign company repeatedly tried to convince Anderson that he didn't need a sign with such dynamic visual capabilities. But Anderson knew better. "I'm in the business of beauty, and I knew the new sign had to be able to bring that across. But this other company kept telling me high-definition wasn't what I really wanted."

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--- Clark Anderson, Owner
Anderson Home and Garden

Already convinced the competition didn't have his best interests at heart, Anderson later learned from fellow business owners that the company had a reputation for selling signs that often malfunctioned, and required frequent service. " 'Oh no,' I said, 'this is not for me.' "

Around that same time, Anderson happened to drive by a Watchfire demo truck at another local business. "The image was just incredible. I did a U-turn and came right back. I just sat there and watched it, I was so impressed."

When he got home, Anderson called Mike Burnett of Sign Media to request a demonstration at his own business. That same evening, Watchfire representative Ben Barr arrived, and showed Anderson firsthand what a high-definition sign could do. "It was like night and day," Anderson said. "When I saw that 16-millimeter sign it was just beautiful, there was no decision to be made. I was sold."

Since installation, Anderson has used the sign to highlight products available at his newly-renovated store, including some that many customers didn't know were available. "We like to highlight one item from each of our twenty departments each week," he said. "We've had numerous situations of people stopping by because they saw a product displayed they didn't even know we carried. This sign has been a quick and easy way to broaden the image of what people anticipate our business to be about."

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