

WATCHFIRE CASE STUDY: WATCH WHAT HAPPENS.

AUTOMOTIVE :: Merchants Auto - Hooksett, NH



BEFORE



AFTER

:: SIGN SPECS ::
19mm Color LED
Matrix: 128 x 416
16 Lines x 83 Characters
10' High x 30' Wide

Background

When Merchants Auto first sought to upgrade its signage in the 90's, the successful New Hampshire-based used car dealership turned to Watchfire® Signs. At the time, they purchased a bulb unit. That transaction marked the beginning of what has become a lasting relationship between the two companies, and it was no surprise that Merchants Auto called on Watchfire again when it was ready to upgrade to a larger, LED sign solution.

Results

Michael Sydney, Vice President of Merchants Auto, had a pretty good idea about what brand of LED sign he wanted. Still, he did his due diligence, obtaining quotes and references from LED sign dealers and manufacturers from around the country. In the end, though, the answer was clear: Watchfire Signs was still the best choice.

* The new sign also helped Merchants Auto take advantage of an energy efficiency program his state was offering. With the help of his utilities service rep, Merchants Auto was able to consolidate its electrical usage and have the new LED sign monitored to determine energy savings. In the end, Merchants Auto received a \$50,000 rebate check from their local utility company.

Case Study

Merchants Auto knows the value of longevity in business. After all, the used car dealership has been in business since the 1960s, when current Vice President Michael Sydney's father-in-law opened it. So when the time came for Merchants Auto to upgrade to a larger, more modern sign solution, it decided to purchase from Watchfire Signs – the same company that sold it a bulb sign two decades earlier.

"We were looking for something dramatic that would positively affect the retail sales operation," Sydney said. "Our other sign was becoming ancient, and we were interested in joining our community's rebate program for the reduction of greenhouse gas emissions."*

With these objectives in mind, Sydney enlisted the help of local sign company Jutras Signs. Cathy Champagne, President of Jutras Signs, had prior experience as a Watchfire dealer, and was familiar with the product. "Merchants Auto really put their trust in us to help them pick the right sign," Champagne said. "And based on our experience, we felt that a 19mm Watchfire LED was the best choice for the impact they were looking for."

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**-- Michael Sidney, Vice President,
Merchants Auto, Hooksett, NH**

Sydney trusted Champagne's judgment. After all, his own research suggested the same thing. "When we were first looking for a sign, there were few vendors who provided the product that we wanted. Out of those, Watchfire had great references and reports from users. I spoke to people as far out as Detroit, and everyone said the Watchfire sign is just awesome."

Merchants Auto bought the sign hoping it would modernize its storefront, attract customers, and help the dealership take better advantage of its residence near a busy highway. So far, the new sign has lived up to their hopes. "People really notice it, and they comment on it," Sydney said. "Just by raising people's awareness that we're here, it's working."

While the product is top-notch, Champagne also credits the Watchfire sales staff for the appeal of their products. "I believe the relationship between our local Watchfire representative Bill Smillie and Merchants Auto really helped them through the sale," she said. Sydney agreed, attributing his loyalty to the Watchfire brand partly to its "wonderful and knowledgeable representatives."

"Jutras Signs and Watchfire were both great, and I'm very happy with the end result," he said. Apparently, many other nearby businesses are impressed, too. Sydney said that several other business operators have inquired about where to buy a similar sign. "We've only had the new sign for half a year, but we already have had prospective Watchfire customers stopping in to see it," Sydney laughed. "I'm always more than happy to help Watchfire make another sale. It's a great company with a great product."

FOR MORE INFORMATION CALL YOUR LOCAL SIGN DEALER.

watchFire 
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