

LED Signs Attract Attention, Tenants & Customers



XVS 25mm :: Matrix 272 x 384



XVS 16mm :: Matrix 112 x 216



XVS 16mm :: Matrix 128 x 240

Malls and multi-tenant retail property owners have to be resourceful to thrive in today's market. Keeping your properties fully leased is challenging enough when retail sales are strong. But doing so in an uncertain economy can be a real challenge.

An LED message center from Watchfire Signs can help.

Watchfire builds the best looking, most durable LED signs in the industry. We can help you turn your static signage into dynamic advertising, filling your parking lot with customers and helping your retail property flourish.

Transform your signage. Increase your bottom line.

LED signs are effective tools for advertising sales and promotions. They can also help you attract new tenants and customers. Smart retail property owners know that boosting occupancy rate is a proven way to increase profits. As a result, more shopping centers are purchasing Watchfire LED signs to update their image, communicate clearly and fill available retail space.

A Watchfire LED sign will help you:

- Attract customer attention with eye-catching advertisements and stunning images
- Change messages quickly and easily with our user-friendly Ignite® Graphics Software
- Sell advertising spots to tenants or offer advertising as a value-added service
- Give tenants a cost-effective way to promote their products and programs
- Announce the arrival of new mall services, shops and restaurants
- Draw attention to tenants in less visible retail spaces
- Let passing drivers know about special events, fairs and holiday promotions
- Announce public service messages, like Amber Alerts or weather bulletins
- Control multiple signs from one computer for secure, consistent messaging

TIP: To increase occupancy and decrease turnover, provide your tenants with the added value of dynamic advertising. Give new tenants a burst of exposure to help them succeed during their first 12 months. Or reward long-standing tenants by offering them bonus slots for each year they stay.

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Why Watchfire?

Experience.

Founded in 1932, Watchfire Signs has manufactured LED signs since 1999. We have experience providing high-quality products to malls and shopping centers across the nation. Sold through our large dealer network of custom sign companies, more than 35,000 Watchfire LED signs are currently operating throughout North America – every day.

Expertise.

Watchfire Signs has more than 300 LED signs working for multi-tenant retail facilities across the United States — from California to Texas to New York. And our sign dealers continue to help shopping centers upgrade to LED signage every day.

Engineered to Stand Up. Designed to Stand Out. Proven to Perform.

From the drawing board to the boardroom, Watchfire signs are the product of good old-fashioned American know-how. We design, engineer and manufacture LED signs at our Danville, IL headquarters. Watchfire LED signs are designed to be the best looking, most reliable LED signs available, making them the right choice for a wide range of retail property applications. With fully encapsulated, energy-efficient LED modules that can withstand the harshest weather extremes, you can be confident that your sign will be easy to run and maintain.

Dedication to Our Customers.

Watchfire designs and builds LED signs that help businesses and organizations increase visibility and drive growth. We're thoroughly committed to our customers' success, offering the highest level of education, training and support with every sign we sell. On top of that, we're proud to offer our industry-best 5-year warranty. And with the help of our own user-friendly Ignite® Graphics Software, you can quickly program your sign with targeted, beautiful, head-turning messages 24/7.

Help your retail property reach its potential.

Let Watchfire Signs help you transform your signage and your bottom line.

Call us today at **800-637-2645** or visit www.watchfiresigns.com/retail.



W 25mm :: Matrix 176 x 368



XVS 19mm :: Matrix 240 x 432



W 35mm :: Matrix 80 x 168