

Message from Our President

Hello and welcome to Watchfire's 2011-2012 catalog.

We are Watchfire And we're celebrating 80 years of business

2012 marks our 80th year in the sign business. 80 years. That's a long time in any business, and in the technology field, it's nearly unheard of. We began as Time-O-Matic, and now, after 80 outstanding years, we are Watchfire—honoring our past, yet staying ever focused on the future.

Through the last 80 years, our name has changed, but our ongoing commitment to you, our dealer-partners, and our dedication to delivering quality products and services remains as strong as ever. We like to think of it as the not-so-secret ingredients to our success. What is it about Watchfire Signs that has let us enjoy decades of success? The first thing that comes to my mind is our four P's: Our product, people, performance, and perseverance.

Product

At Watchfire, our products are known for their quality. Around here, quality isn't just another word—it's a way of life. It's ingrained in our processes, and it's revealed in our products. We believe that if it's worth doing, it's worth doing well. And as Watchfire continues to grow, we remain committed to and focused on delivering quality products and services—every time with every sign.

People

Without our people, we wouldn't exist, and I'm proud to say we have some of the best people around—in the office, in the plant, and in the field. The quality in every Watchfire sign starts with our world-class engineering team that works to design a product to last, continues with our incredible production team whose vigilance and dedication keeps outstanding products coming off the line every day, and ends with our specially trained dealer partners who embrace Watchfire's philosophy of quality and take care to install and maintain the most durable LED signs in the industry.

Performance

Next comes the production method that chooses quality over expedience every time. This quality is demonstrated in everything from our full-module encapsulation to making our cabinets from welded aluminum extrusions instead of sheet metal and pop rivets. We use the best performing components available on circuit boards of our own design, and we employ hyper-vigilant methods to control quality down to a microscopic level.

Perseverance

In a world in which many things are here today, gone tomorrow, we're proud to be part of an organization that has stood the test of time—persevered, if you will. It hasn't always been easy. We've been through a lot over the past 80 years, but we never stopped learning—never stopped growing. We weathered the great depression and came out stronger, and during this recession, we've continued to innovate, designing and deploying two new products this year alone—our 12mm LED sign and PriceWatcher gas price signs. In the hardest times and the best of times alike, we never forget our goal: to design and build the most reliable and durable products in the industry. And I'm confident we'll continue to persevere for the next 80 years.

We've earned our customers' continuing loyalty because of how our products and our people perform after the sale. Or, to put it more succinctly, Watchfire signs are designed to stand out, engineered to stand up, and proven to perform. Enjoy this catalog update and use it as the selling tool it was meant to be.

If you have any questions about our products, give us a call. We'd love to talk to you.

Best,
Steve Harriott

P.S. I invite your comments and questions about Watchfire Signs. Please feel free to contact me by email at sharriott@watchfiresigns.com