

Signs Conveniently Turn “On-the-Go” to “Stop-and-Shop”



W-35mm Matrix: 32 x 80



XVS-19mm Matrix: 80 x 144



W-19mm Matrix: 48 x 112

Convenience store owners are a hardworking, resourceful group. They have to be. It's no easy task to provide customers what they want and need — right now. And competing in a tough market with an even tougher economy takes more than just hard work. It takes savvy, ingenuity and the right tools to set your store apart from the competition.

Watchfire Signs understands. That's why we build LED signs that are as smart and hard working as you are. They will deliver your message clearly, effectively, and stunningly, day or night — 24/7.

Communicate clearly. Transform your signage.

Convenience stores across the U.S. need to communicate a wide variety of messages every day. Outdoor advertising is key to letting customers know what you offer. LED signs are effective advertising tools that not only get messages out to current customers, but also help reach out to new ones. Smart convenience store owners know that growing their customer base is a proven way to increase profits. As a result, more and more store owners and franchisees are purchasing Watchfire LED signs to attract new business, transform their image, and communicate clearly.

Convenience store owners who choose a Watchfire LED sign will be able to:

- Create and change messages quickly and easily with our user-friendly Ignite® Graphics Software
- Advertise specials on food, beverages, and other store merchandise
- Drive high-margin sales, such as coffee and fountain drinks
- Display lottery jackpots (and sell tickets!)
- Prompt impulse buys (like ice-cold beverages on a hot summer day)
- Let customers know about services that make their location unique, like ATMs, automotive supplies, niche foods, full-service restrooms, wi-fi, or a companion restaurant
- Daypart messages, advertising egg sandwiches in the morning, quick meals during the day, and coffee or snacks late at night
- Feature slow-moving inventory, overstocks, and products with a limited shelf life, like dairy or prepared foods
- Announce public service messages, like Amber alerts and weather bulletins
- Control multiple signs from one computer for consistent messaging, which is perfect for businesses with more than one location

TIP: Even your best customers might not be aware of all your store offers, so you could be missing out on high-margin sales. To increase store traffic, use your Watchfire LED sign to reach out and tell them about the deals they may be missing. The increased profit could make your Watchfire sign purchase one of the best business decisions you've ever made.

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Why Watchfire?

Experience

Founded in 1932, Watchfire Signs has manufactured outdoor LED signs since 1996. Sold and serviced through our large dealer network of custom sign companies, Watchfire Signs has experience providing high-quality products to convenience stores across the United States. Some of our national and regional accounts include Speedway, Marathon, Kroger C-stores and GetGo. Watchfire signs are also serving independent owners of mini-marts, travel centers and gas stations in every region of the country. More than 35,000 Watchfire LED signs are currently operating throughout North America — every day.

Expertise

Whether they are stand-alone convenience stores or gas stations with stores inside, Watchfire Signs has hundreds of installations across the United States from Texas to Maine to California. And our sign dealers have installed almost 200 Watchfire LED message centers for convenience store owners in the last two years alone.

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 convenience store 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 Signs engineers and manufactures LED signs to 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.

Savvy convenience store owners choose advertising that will work just as hard and smart as they do. Let Watchfire Signs help you transform your signage — and your bottom line.

**Call Watchfire today at 800-637-2645
or visit www.watchfiresigns.com/convenience**



XVS-19mm Matrix: 64 x 144



W-19mm Matrix: 64 x 192



XVS-16mm Matrix: 112 x 144