

LED Signs Attract Grocery Customers and Boost Sales



Amber 35mm :: Matrix 24 x 128



XVS 16mm :: Matrix 64 x 216



W35mm :: Matrix 40 x 152

The grocery business can be tough. Whether you're an independent retailer or running a regional or national chain, it's important to set yourself apart from the competition. An LED sign from Watchfire can help. It's an effective tool that can draw attention to your store's unique features, increase customer traffic and boost profits.

Transform your signage into dynamic advertising.

LED signs can do much more than simply state your name. They can bring new and returning customers into your parking lot and through your doors.

How many times have you heard a customer say, "I came in for one thing, and I'm leaving with all this!"? An LED message center can increase that number, improving your bottom line.

A Watchfire LED sign will help you:

- Sell convenience (and gain profit margin) by advertising prepared foods and ready-to-go meals
- Tell customers what sets you apart, like a large selection of gourmet, gluten-free or ethnic foods
- Promote pharmacy offerings, such as flu shots, vaccines, health screenings and prescription discounts
- Inform shoppers about customer loyalty programs, promotions and gifts
- Advertise affiliate services, such as gas stations, dry cleaning, banking, hair & nail salons and ATMs
- Change messages quickly and easily, attracting interest and bringing in customers
- Promote items with a limited shelf-life, like produce, dairy and baked goods
- Daypart messages, promoting breakfast foods in the morning and dinner foods in the evening
- Engage the community by personalizing messages and announcing local events
- Control multiple signs from one computer for consistent messaging, which is perfect for grocery stores with more than one location

TIP: Wellness is top of mind for many customers. Use your LED sign to demonstrate your commitment to a healthy community by touting organic foods, local products or health initiatives, such as heart smart cooking demonstrations, in-store educational programs and dietician services.

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Why Watchfire?

Experience.

Founded in 1932, Watchfire Signs has manufactured LED signs since 1996. We have experience providing high-quality products to grocery stores 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 LED signs are installed at more than 300 grocery stores across the United States — from California to Texas to New York — and we're adding new locations all the time.

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 and most reliable LED signs available, making them the right choice for a wide range of supermarket and grocery 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 designs and builds 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 it all, 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, head-turning messages 24/7.

Stand out in a crowded marketplace.

Choose a Watchfire LED sign, and see the difference.

Call your local sign dealer today for details or visit www.watchfiresigns.com/grocery.



W19mm :: Matrix 32 x 160



W19mm :: Matrix 48 x 112



W25mm :: Matrix 40 x 96