

# THE EVERBRITE/WATCHFIRE PARTNERSHIP



## Quality • Experience • Creativity

### *You'll Love What We're Made Of*

As a McDonald's owner, you know the importance of quality advertising, and you understand how signage can help you increase visibility and drive sales growth. Signs have come a long way since traditional letter boards. You can now purchase customizable digital LED signs, known in the industry as electronic messaging centers (EMCs). EMCs can benefit your business quickly and in ways you've never expected. Think of them as fantastic, on-demand advertising that will attract the attention of the people who can immediately act on your messaging – the people passing by your restaurant. Frank Cerrone, McDonald's manager in Moultrie, GA said "There's no comparison (to an EMC). When I promote a menu item on the new sign, about 40 or 50 percent of the customers start ordering that item shortly afterward."

Steve Cielec, owner of a McDonald's in South Point, Ohio said "LED signs are modern and appealing, and they give your store a fresh new look." His sign has come in especially handy late at night. His store is open 24 hours a day, but until recently, he worried that passing motorists didn't realize it. "Now people see the sign's dynamic messages when they drive by, and they know we're open." Only one of Cielec's stores currently has an electronic message center, but he hopes to upgrade his other store to a Watchfire LED sign soon. In his view, it's too good an advertising opportunity to pass up. "You can program them to run different messages throughout the day, and really target your advertising efforts," he said.

We understand that you want the best overall value for your advertising dollars, and we believe that our signs are the best possible choice for you. Here's why:

### **We Know McDonald's**

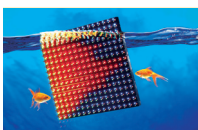
Everbrite's partnership with McDonald's goes back 40 years, so we have a thorough knowledge of McDonald's signage needs. Working hand-in-hand with McDonald's, we've manufactured signs that compliment the iconic signage that continues to define McDonald's restaurants. We've also performed permitting, engineering and installation of electrical sign structures for thousands of McDonald's sites, so we know exactly what it takes to get the job done – and done right.

### **We're Experienced**

Everbrite has partnered with Watchfire Signs to install more than 100 LED signs to-date. Watchfire Signs has been in business for nearly 80 years. We're a pioneer in the electric sign industry and an innovator of LED signs. As a leader in the LED sign industry, we engineer and manufacture the best-looking, most reliable EMCs available. We've created more than 35,000 LED signs throughout North America.

### **We Create Custom Sign Art Just for McDonald's**

Creative Services at Watchfire is ready to serve your signage needs. When you purchase a Watchfire LED sign through Everbrite, you will have access to a wide range of McDonald's-approved custom content and artwork that's sure to grab attention and drive business. We provide the custom content on a disc that accompanies the sign shipment.



WATCH WHAT HAPPENS

watchFire  
BY TIME-O-MATIC

# THE EVERBRITE/WATCHFIRE PARTNERSHIP



19mm Color  
Hastings, Minn. Matrix: 64 x 48  
4'5" H x 39" L



19mm Color  
Aurora, Ill. Matrix: 32 x 112  
29" H x 7'3" L

In addition to the McDonald's-approved custom artwork, Watchfire also provides over 1,200 additional pieces of content (EasyArt) in both animated and still format to help further promote your business. We include this collection in our user-friendly Ignite Graphics Software package.

## We're Efficient

From the day you order your Watchfire LED sign until the day it's installed is typically 6 weeks.

## Our Signs Last – and We Stand Behind Them with Two Great Warranties

Everbrite delivers a 2-year bumper-to-bumper warranty on any Watchfire LED sign they install. If anything breaks or fails in the first two years, we will fix it quickly and at no cost to you.

Watchfire offers a 5-year limited warranty that covers all Watchfire-manufactured products and Watchfire factory labor. All Watchfire electronic products, including LED board assemblies, power supplies, and embedded electronic controls, are covered.

Our LED signs are built to run reliably for many years to come. If your sign ever needs to be serviced, we'll be there right away. If parts are ever needed, we can ship them to you within a day.

## Our Signs are Designed and Built in the USA

In an era when American-made products are harder and harder to come by, Watchfire remains committed to building every sign right here in the United States.

## Your Fellow Owner/Operators Trust Us

Everbrite and Watchfire have worked together to install many signs for McDonald's locations. Rick Hendricks, Baltimore Region McDonald's operator, says: "My Watchfire LED sign has continually delivered a 10% increase in sales since the first month it was installed by Everbrite."

## Custom Artwork



## EasyArt



WATCH WHAT HAPPENS

watchFire®  
BY TIME-O-MATIC