



Online "bargain" sign ships in pieces



Online "bargain" sign is rear-service access



Disorganized cables and connectors



No clear instructions or labels

The \$20,000 Mistake WHAT ONE CUSTOMER GOT WHEN HE "PAID LESS" ONLINE

You've heard the old saying a hundred times — you get what you pay for. Sometimes, that's so true it's painful.

Recently, a Watchfire representative was asked to quote an LED sign for a retail customer. Unfortunately for all involved, the customer decided to purchase his sign online from an overseas manufacturer. He said it was because it was "less expensive".

It's true; the sign had a lower price tag up front. But in the end that sign will end up costing him more than a Watchfire sign would have — a lot more.

This is what the customer got for his money:

Hassle:

- "Bargain" sign came completely disassembled.
- Instructions were in Chinese, not English.
- Loose wiring and electrical connections made assembly complex.
- No wireless communication.
- Over 400 ft. of cable needed to connect sign to control computer.
- Sign is rear-service and heavy, leading to complete structural redesign.
- Company needed to fly in an engineer (and interpreter) to get the sign up and running.
- Crucial operating software — missing.
- Graphics for programming messages not included.

Expense:

- Electrician hired to install 400 amp service — just to the sign.
- High power consumption means sky high electricity bills.
- Delayed installation delayed sales growth. Months of revenue — lost.
- **Over \$20,000 (to date) in unexpected budget overruns.**

Delay:

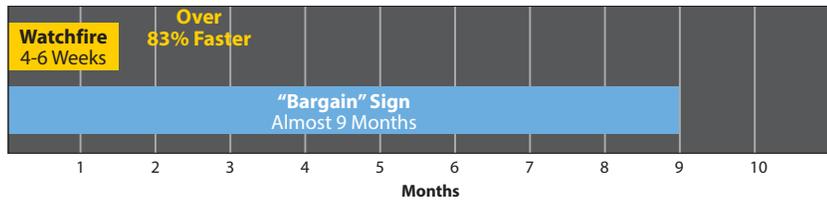
- Sign took 9 months to deliver — in pieces.
- Flying in installation engineer (and interpreter) cost time and money.
- Expensive structural redesign to handle 10,000+ lb. sign.

The Watchfire Advantage

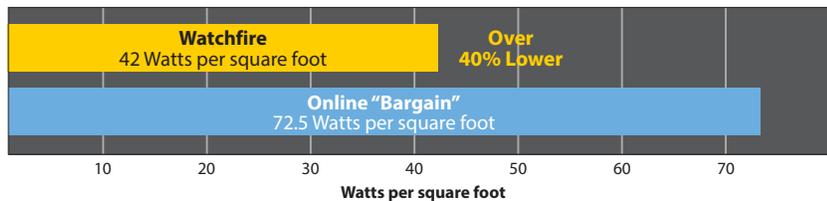
After waiting 9 months, the retail customer has a sign they don't think they can use. They are out the money they paid for the sign plus the lost revenue the sign could have been bringing in. The "online bargain" turned out not to be such a bargain after all. **If they had chosen Watchfire, their story could have been different.**

Features	"Bargain" Sign	Watchfire
Factory Wiring/Assembly	X	✓
No-Fee Software	X	✓
Artwork Library	X	✓
US Customer Service	X	✓
Manual in English	X	✓
5 year Warranty	X	✓

Prompt Delivery Puts Your Sign to Work Faster



Energy Efficiency Gives You Long-term Savings



When you shop for an LED sign, low prices can be tempting. But it's important to do your homework and know who you're doing business with. Unless you do your research, even otherwise savvy businesspeople can be fooled.

That's why we recommend asking tough questions before you make your sign purchase. Choose a LED sign company that provides the features and service you need and an energy-efficient product that will save you money long-term. It's the best way to guarantee you're making a smart investment — not a \$20,000 mistake.

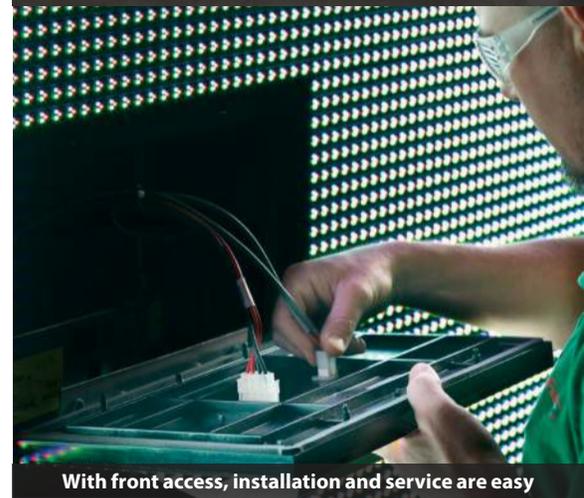
Shop smart.

Talk to a Watchfire representative.

Call 800-637-2645 or visit watchfiresigns.com.



Watchfire signs packaged with care



With front access, installation and service are easy



Minimal parts reduce maintenance and increase uptime



Call us anytime — We're here to help