

Sonny's Car Wash – Fall River, Mass.



Background

Sonny's Car Wash, an express car wash, had been in operation for 30 years when owner Steve MacDonald realized he needed a new sign to draw people's attention. He thought a digital sign could create a modern look and add excitement to his business. He consulted with Poyant Signs, which suggested a Watchfire sign.

Results

MacDonald was happy with the level of customer service before, during and after installation. Watchfire and Poyant Signs provided lots of information about digital sign technology. "Both have been flawless and consistently excellent," said MacDonald. The digital sign has helped the car wash increase sales so much that MacDonald installed another Watchfire LED sign at a second car wash.



SIGN SPECS
19mm Color LED
Matrix: 64 x 144
4'4" High x 10' Wide
8 Lines x 32 Characters

Case Study

Sonny's Car Wash had an old sign in front of its site but needed something modern to improve its visibility to consumers. "It's amazing when you can be in business for 10 or 20 years and people don't know where you are," said Steve MacDonald, owner of Sonny's Car Wash.

MacDonald researched his options since Sonny's is surrounded by more than 10 other car wash and detailing businesses. He knew an LED sign would help him stand out in such a competitive market.

"Having the site being recognized by people driving by and adding a level of energy to the facility is important," said MacDonald. As a busy entrepreneur, he wanted a sign that would pay off financially and wouldn't be too hard to operate.

"We believe the services that we post have sold better and increased impulse purchases."

— Steve MacDonald, Owner
Sonny's Car Wash

MacDonald reached out to Richard Poyant at Poyant Signs for guidance. Poyant recommended Watchfire as a complete signage solution. The broad color range and Ignite® Graphics Software program were important factors in choosing his LED sign. These features let staff easily create and update colorful ads for different services and products. MacDonald also felt reassured by Watchfire's small business signage expertise. "Business owners need to work with someone who is educated and who has strong research to show how signs benefit the community."

The 19mm, full-color digital sign has impressed and informed customers. In fact, one year after installing his first sign, MacDonald installed another Watchfire digital sign at a car wash he owns nearby in East Wareham, Mass.

The ability to advertise his full range of services has been a big improvement for MacDonald. He's convinced that the signs will make an impact on customers for years to come.