

MERCHANTS AUTO

Hooksett, NH

9.3 MILLION
EXPOSURES PER YEAR

19mm
8' x 26'



Merchants Auto first sought to upgrade its signage in the 90's, when the successful, New Hampshire based used car dealership turned to Watchfire Signs. The bulb-based unit they purchased at the time marked the beginning of a lasting relationship between the two companies. When it was time to upgrade to LED signage, Michael Sydney, Vice President of Merchants Auto, performed his due diligence, obtaining quotes and references from LED sign dealers and manufacturers from around the country. In the end though, the answer was clear, Watchfire Signs was still the best choice.

Merchants Auto understands the value of longevity in business. Their dealership has been in business since the 1960s, when Sydney's father-in-law opened it. When Sydney decided to upgrade to a large LED sign to increase sales and energy savings, he chose Watchfire. "We were looking for something dramatic that would positively affect the retail sales operation," Sydney said. "And we were interested in joining our community's rebate program for the reduction of greenhouse gas emissions."

The new sign helped Merchants Auto take advantage of an energy efficiency program the state of New Hampshire was offering. With the help of a utilities service rep, Merchants Auto was able to consolidate its electrical usage and monitor the new LED sign to determine energy savings. In the end, Merchants Auto received a \$50,000 rebate check from their utility company.

With the objectives of energy efficiency and reliability in mind, Sydney enlisted the help of local sign company Jutras Signs. Cathy Champagne, President of Jutras Signs, had plenty of experience with Watchfire products. "Merchants Auto really put their trust in us to help them pick the right sign," Champagne said. "And based on our experience, we felt that a Watchfire sign was the best choice for the impact they were seeking."

Merchants Auto bought the sign with plans to modernize its storefront, attract more customers and help the dealership take better advantage of its position near a busy highway. The new sign has lived up to their hopes. Sydney has recommended the sign to local business operators who expressed interested in digital signs. Sydney laughed. "I'm always more than happy to help Watchfire make another sale. It's a great company with a great product."

"People really notice it, and they comment on it. Just by raising people's awareness that we're here, it's working."

**MICHAEL SYDNEY | VICE PRESIDENT
MERCHANTS AUTO - HOOKSETT N.H.**