

NAPA Auto Parts

Windham, ME

**8.9 MILLION
EXPOSURES PER YEAR**

12mm

3'5" x 7'3"



NAPA Auto Parts has an outstanding reputation as the manufacturer of quality replacement parts for vehicles. They have built a solid business in the wholesale automotive parts industry and are steadily increasing their foothold in the retail market.

For NAPA stores in Maine and New Hampshire, the importance of distinguishing their locations as retailers became important within an overall corporate strategy to boost the NAPA brand among general consumers of auto parts. Steve Milton, District Manager with NAPA Auto Parts of Maine and New Hampshire says that is precisely why he utilizes the advertising power of digital signs at all of his region's corporate locations.

"Signs right in front of our stores are so valuable for advertising multiple specials and reinforcing corporate advertising found in other forms of media," said Milton. "Manual reader boards, where staff are expected to change plastic lettering, don't work. They're time consuming, don't project a professional, modern appearance, and they get lost in other advertising on the street."

Milton prefers Watchfire's flexibility and responsiveness. "We can run several messages each day, mirroring corporate promotions," said Milton. NAPA works with a local advertising company to create ads and bring in content produced by Watchfire as part of their national corporate program. This allows the managers of each store to focus on other areas, like training for their counter staff in the promotion of daily specials to retail customers.

NAPA Auto Parts of Maine and New Hampshire works closely with Neokraft Signs on their displays and installations. Recently they installed their first 12mm Watchfire Sign in Windham, Maine. This NAPA store was in a high traffic area with a lot of visual clutter from other retailers. As a main artery for tourists visiting the local lake region, Milton knew this location would benefit from a vibrant, eye-catching sign. After an on-site visit with a Watchfire demo truck, Watchfire's Territory Manager was able to demonstrate the effect a high resolution 12mm would have in attracting business. The clarity and vibrancy sold Milton.

Diana Olmstead with Neokraft says that the only brand she sells is Watchfire. "I know Watchfire is a quality product that I'm happy to offer to my customers. The complimentary software, the tech support and the warranty make Watchfire the industry's best product."

"Every time we refurbish, relocate or build a store, I replace the old signage with digital. Our newest Watchfire 12mm sign stands out from everything around it."

**STEVE MILTON | DISTRICT MANAGER
NAPA AUTO PARTS OF MAINE
AND NEW HAMPSHIRE**