

## Subway Restaurants

# Decatur, IL

21.8 MILLION  
EXPOSURES PER YEAR

# 19mm

4'5" x 8'3"



**Subway Restaurants** in Decatur, Illinois are becoming increasingly successful, thanks to the addition of LED message centers at select locations. Gary Haines, President of Decatur Subway, Inc. owns several Subway locations in Decatur, and he is sold on their impact and Watchfire's quality.

Haines worked with Bob Hawkins at A B Distributing to install 19mm message centers at two of his locations: a 16 x 128 display and a larger 64 x 128 display. He works with Subway on monthly promotions, and programs the signs himself.

He estimates an approximate 10% increase in sales since installing both signs, but he is equally interested in the residual affect and the goodwill it fosters in the community. He uses the signs for community messages that support veterans' groups, promote local events, and recognize great employees. Customers see messages on his signs and comment on the positive image of Subway as a part of the community.

As a brand, he knows all Decatur Subway locations benefit from promoted Subway specials. "Driving past one location, they'll see a promotion and may find a more convenient location to stop. The LED signs increase sales across all our locations," Haines says, "People mention seeing specials on the signs, even if they're stopping at a different Subway in Decatur."

Haines looked at other LED manufacturers before purchasing his Watchfire sign through A B Distributing, one of Watchfire's authorized dealers. "You can find a cheaper sign out there," says Haines, "but you get what you pay for. I've seen demos for those other signs and I wasn't impressed with their looks, resolution, or durability." He reports minimal issues, which were always taken care of quickly and professionally. In fact, Haines is already making plans for the next Watchfire LED sign that he will purchase.

"A B Distributing has performed great service at a reasonable cost for all of my signs. I am quite content with my Watchfire signs. I highly recommend them!"

**"I feel that Watchfire signs have greatly helped my business, especially the greater visibility compared to my competitors who do not have one."**

**GARY HAINES | OWNER  
DECATUR SUBWAY, INC.**