

## RETAIL STORES :: Ben Garelick Jewelers – Buffalo, NY



**BEFORE**

### Background

A family owned and locally operated jeweler for more than 50 years, Ben Garelick Jewelers, of Buffalo, N.Y., was going somewhat unnoticed by more than 30,000 cars driving by their store each day. To capitalize on their prime retail location, the brother and sister team now in charge of the store decided to upgrade their sign from letterboard pylon to LED technology by Watchfire Signs. And what a difference it has made.

### Results

Since installing the Watchfire LED sign, Ben Garelick Jewelers has increased the awareness of its store location, as well as the merchandise the store offers. Located next to a restaurant, the jewelers have had many customers come in simply because they've seen a popular jewelry line advertised on the new sign. The store already is getting more mileage out of its investment, as the sign now can be updated instantly from inside, an important upgrade during the winter months.



**AFTER**

### :: SIGN SPECS ::

19mm Color LED  
Matrix: 48 x 122  
4-Line x 10" Characters  
5' High x 10' Wide

### Case Study

Despite being in the same location for more than 12 years and advertising on local radio, billboards and TV, Ben Garelick Jewelers was virtually invisible to the 30,000 cars that pass by the store everyday. Co-owners and siblings, Peter Manka, Jr. and Jennifer Radecki, knew they needed to find a way to take advantage of their high-traffic location and draw attention to their store. That's when they reached out to John Cooper, Sr., CEO of Cooper Sign Co., Inc.

"A digital sign is not a sign, it's an advertising medium," explained Cooper. "Peter and Jennifer understood that and were eager to go beyond traditional billboard and radio advertising to instantly reach the hundreds of prospective customers who literally were passing by their front door each day."

For the past 12 years, the sign in front of Ben Garelick Jewelers was a traditional pylon sign that required someone to manually change the letters. And in Buffalo, N.Y., that's no easy task in the middle of winter.

"Our initial sign was incredibly limiting," said Manka. "Not only was it a chore to update the messages in the cold weather, but it was very time-consuming and we were restricted by the number of letters we could use, which ultimately restricted the types of messages we could advertise."

After looking at various sign manufacturers, Ben Garelick Jewelers chose a Watchfire LED sign based on Cooper's recommendation, and also because of the sign's resolution and design.

"After spending years in this business, I've learned that a sign is a long-term investment and quality is key," said Cooper. "Watchfire makes a quality sign that will stand the test of time and deliver unmatched customer service. That's what will deliver the greatest return on investment for Ben Garelick Jewelers."

The store has seen a definite increase in foot traffic since installing the new Watchfire sign. Because of the sign's resolution and eye-catching graphics, passersby now know it's there. The sign is customizable, so the jeweler is able to match the look of the messages to the image of the store. Instead of a lot of flashing lights, the sign maintains more steady images with soothing colors, reflecting the jeweler's high-end image. Another benefit of the sign's high resolution and easy programming is the ability to instantly highlight popular lines of jewelry that the store has in stock.

**"The Watchfire sign was a smart investment for us. People know we're here (now) and they know that we carry the latest trends in jewelry."**

**-- Peter Manka Jr., Owner, Ben Garelick Jewelers**

**FOR MORE INFORMATION CALL YOUR LOCAL SIGN DEALER.**

**watchFire**   
BY TIME-O-MATIC