

CAR WASH

Attract More Customers.

Digital signs call attention to your location, allowing for a bigger community engagement.

Bring in more revenue and expand your market influence by establishing relationships with your local consumers through eye-catching LED signage!



DISPLAYS, INC.



SIGNS & GRAPHICS NATIONWIDE

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Advertising with LED signage attracts 72% more attention than online advertising.

Attract Attention

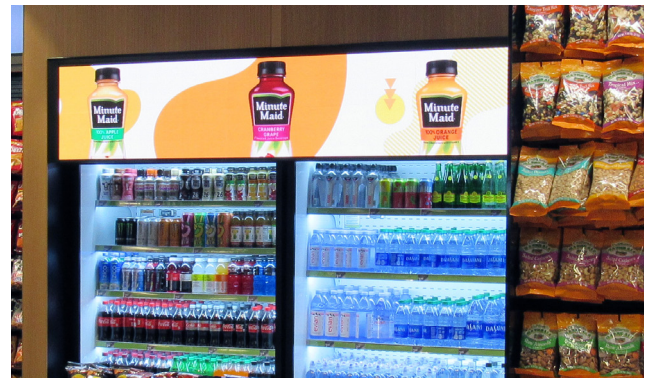
Most car wash customers decide to get their car washed as a spur-of-the-moment decision. Generally, it is not until consumers are within physical proximity of their car that they notice a need for a wash. LED signs will landmark your car wash — attracting the attention of everyone who passes by your location. Digital messaging promotes quick and easy content management to be displayed. Schedule content months in advance or update your messages instantly to promote services for seasonal weather conditions.



Deliver content tailored to your specific customer demographics.

Indoor Engagement

Indoor digital signs provide a seamless connection to your online and in-person marketing. Advertising inside your waiting area creates a memorable, on-brand experience and entertains your buyer -- reducing perceived wait times. Take advantage of a captive audience with high definition video advertising by promoting gift cards, loyalty programs, and seasonal specials.



Over 40% of shoppers indicate digital signs can influence their purchases when relevant information is displayed near the point of purchase.

Exceptional Performance

For over 35 years, Optec has advanced LED sign technology -- building a reputation for quality LED signs with spectacular color, brightness, and clarity. Optec's optimized graphic and video processing capabilities deliver engaging content experiences via desktop or cloud. Optec's dynamic software solutions, content creation services, and U.S. based Care Team work to provide exceptional customer experiences. Our LED displays help car washes increase visibility and add lasting value through our innovative products, services, and support.



American travelers spend 20+ hours on the road driving the same route every day, allowing for memorable recognition of your signage.



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Research shows that utilizing LED signage in your ad campaign can surpass the reach of TV by 18%, Radio by 45%, Social Media by 212% and Mobile by 316%.