NEXT

SUCCESS STORY

Midwest Light & Sign

FARMINGTON, MISSOURI



Let the sign do the demonstrating

For a sign company, an outdoor display can be both an advertisement and a working example. Midwest Light & Sign installed a NEXT LED display at its Farmington headquarters to attract local attention and show customers what digital signage can do for their own businesses.

THE CHALLENGE

Show the possibilities in person

Limited roadside impact. Static signage made it harder to stand out and show the company's capabilities.

Inflexible promotions. Traditional signs could not readily adapt to new projects or seasonal offers.

A need for a live example. Prospective customers needed to see digital signage working, not just hear about it.

THE SOLUTION

A working digital showcase

Full-color outdoor display. The LED screen presents graphics, animations and video to passing traffic.

Remote content updates. Staff can refresh client showcases and promotional messages as business needs change.

Outdoor durability. Weather-resistant construction supports use through Missouri's changing seasons.

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THE RESULTS

Visibility backed by a live portfolio



The installation gives Midwest Light & Sign a daily demonstration of its work. Jason Buxton points to simplicity, reliability and product quality as reasons for trusting NEXT.

A more visible headquarters

Changing, full-color content gives passing drivers and pedestrians a reason to notice the business.

A hands-on sales example

Visitors can see display quality and content flexibility before considering a digital sign of their own.

More project inquiries

The company has attracted new inquiries and customers through the company's digital signage capabilities.

Marketing that stays current

Seasonal offers and recently completed projects can replace older content without a new physical sign.

More reasons to stop

The display provides a visible introduction to the company's services and encourages conversations with prospective customers.

Confidence in the product

Buxton describes NEXT displays as simple, reliable and products the company has trusted for years.

"What I appreciate about Next LED is their simplicity, reliability"

Jason Buxton, Midwest Light & Sign

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