

Universal Valve Co

For 75 Years and Counting.....Simply the Best

478 Schiller St. Elizabeth NJ 07206
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Universal Signage reaches more Customers at the Pump

(Elizabeth, NJ) March 1, 2008 – Universal Signage’s Pump Topper, Bumper Board, and Walli help to enhance fueling sites while targeting customers as they refuel. Universal’s signage systems can help increase profits by strategically utilizing already existing space.

The Pump Topper is designed to mount to the top of fuel dispensers, to advertise in-store specials. The Pump Topper sign display grabs the attention of customers as they refuel to maximize sales volume. Universal’s Pump Topper encourages consumers to take advantage of special offers running inside the store that they may otherwise not know about. The painted aluminum frame is designed to weather the elements. With a side loading feature it is easy to change messages for everyday specials all week long.

Universal Signage’s Bumper Board is intended to mount on existing bumper guards that protect fueling stations. It is a fact that the average consumer takes 6 minutes to fuel their car; with a Bumper Board in front of them while they refuel it is sure to catch their attention. Customers will not miss current promotions because of these specially placed messages consumers can easily see. These epoxy coated steel frames can stand up to bad weather while still getting the message across to consumers.

Universal’s Walli is designed to mount to any window, wall, or vertical space to highlight current offerings. The Walli enhances fueling sites by reaching consumers with space not being utilized already. The Walli stops consumers and brings them into the store. Take advantage of unused space to reach more customers at the pump to draw them into the store. The Walli efficiently targets consumers to buy in the store. The epoxy coated steel frame holds strong in bad

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weather making it a great feature all year round.

All of Universal's signs increase profits by strategically utilizing existing space. Customers will not be able to miss promotions as the pull up to and use the pump. All signs are easy to install and changing of promotions is made effortless. More ways to reach consumers makes drawing them in to the store easier leading to maximum visibility and increased purchases. With the installation of the Pump Topper, the Bumper Board, and the Walli maximum exposure is made the most of to pull more customers into the store. With Universal Sign Systems, strategically bring customers into the store... Ready to spend... Because it's the only sign system that starts at the pump and finishes in the store.

For details and more information on this great new product or other products from Universal contact them at:

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