

SUCCESS STORY



SWEET FROG FROZEN YOGURT

“Sweet Frog Frozen Yogurt is a rather young franchise and our Owner Group implemented human sign wavers from the start. We are convinced those efforts increased awareness of our business but human sign waving was far from a perfect solution because it was often either too hot, too cold, too dark, rainy, or some other factor that forced our human sign waver inside the store.

In May 2014 we began using Velocity Signs at several of our Sweet Frog Frozen Yogurt locations throughout North Carolina. Our sales began increasing immediately, and in addition, the machine provided many more benefits, as follows:

- The waving machine works in the heat, in the cold, in the rain, and even when it is dark outside
- The lighted sign provides visibility to the store every hour the store is open every day of the week
- The waving machine is visible for an entire block

We were thrilled to have several of our newer customers tell us they knew Sweet Frog was in the area but didn't know exactly where until the waving machine directed them to the store.

We are very proud to have a Velocity Sign advertising our business. We have even had other business owners stop by asking for information on Velocity Signs. We are extremely pleased with the results of our investment.”

-Ken Egel
Franchise Owner

Please feel free to call Ken at (612) 868-0949 and ask him about his experience with Velocity Signs!



VERY STRAWBERRY YOGURT



CLASSIC CHOCOLATE YOGURT

**APRIL 2014 - MAY 2014:
SALES INCREASED 19.7%**

**MAY 2013 - MAY 2014:
SALES INCREASED 6.8%**



VELOCITY
SIGN S[®]
THE ORIGINAL SIGN WAVING MACHINE[®]