



Berwick Glass and Mirror

Ohio Glass and Mirror Company Generates 20 to 25 More Sales Leads in the Last Six Months Using Vehicle Graphics on Their Work Vans

Customer:

Berwick Glass and Mirror

Web Site:

www.berwickglass.com

Location:

Groveport, Ohio

Industry:

Glass & Mirror Installation

Former System:

None

Company Profile:

For more than 20 years, Berwick Glass and Mirror has served Central Ohio with affordable commercial and residential custom glass fabrication and installation.

Highlights:

- Free rolling advertising
- Easy, quick installation
- Competitive prices
- Generates sales leads

Extreme Signs & Graphics

(614) 989-1975

jay@extremesignsgraphics.com

www.extremesignsgraphics.com

“ We have three vans, and we get calls from them all the time. I’d say it’s maybe at least 20 to 25 calls in the last six months. . . That’s pretty good rolling advertising. ”

*JoAnne Casserly, Owner/Manager
Berwick Glass and Mirror*

The Challenge:

Berwick Glass and Mirror had three rolling advertising platforms around Central Ohio that weren’t being utilized at all: their three white work vans had no graphics on the sides to let people know who they were and what they could do—an unutilized, free form of advertising that could have been generating sales leads without cold calling or expensive print advertising in newspapers and journals. “We were unsatisfied with past graphics guys. Just to tell you how unsatisfied we were, I can’t even remember their names,” says owner/manager JoAnne Casserly.



The Solution:

Jay Wills of Extreme Signs & Graphics was a customer of Berwick Glass and Mirror before they became his customer. “One day we met Jay, got talking and found out what he was doing, and we hit it off right away. It was easy to use him, he provides such personal service.” Jay’s service and installation were quick and concise. “We’d done a few cold calls about prices (for vehicle graphics), but was never satisfied,” says Casserly. Extreme Signs & Graphics not only had the competitive pricing they were looking for, but was also a local company that they could support, something that is important to Berwick Glass and Mirror.

“Sometimes our guys wear t-shirts and sometimes they hand out business cards, but definitely vehicle graphics has made a huge difference in lead generation,” says Casserly. Berwick Glass and Mirror now gets sales calls about their services, such as residential calls about showers, table tops, shelves and doors.

“It’s a service we want (our customers) to know about.”

