# YOUR COMPLETE DRIVE THRU SYSTEM









# **DRIVE THRU ESSENTIALS**

#### **CUSTOMER COMFORT**

Customers are heading to your drive thru because it's quick, convenient, and they're hungry now. Make your customers feel taken care of by adding canopies and awnings over ordering systems and windows to shield from weather or a Y lane to ease congestion. By providing a comfortable path to a full belly, you ensure they'll be back.

#### **EASY TRANSACTION**

One customer might order the same thing every time they visit. Another might like to try the new item on the menu or might be unfamiliar with your choices. No matter the customer, they want to look at a menu, provide their order, pay, and leave. Pre-sell boards, menu boards, and order confirmation systems are fundamental to your restaurant success because they allow customers to see, hear, and experience your brand.

#### **BRANDING PRESENCE**

Functional signage doesn't have to be boring. In fact, it is a great place to add branding and round out your drive thru. From directional signage with your logo, to clearance bars in your colors, and even a thank you sign to match your branding, your customers are informed and experience your brand from start to finish.





Before they make their decision, let your customers see what's new, what's available for a limited time, and what YOU want them to order.

## **CLEARANCE BAR**

Big trucks and drive thrus don't mix. Let customers with tall vehicles know whether the drive thru or the dining room is their best option.

CLEARANCE 9' 0'

### **DIRECTIONAL SIGNAGE**

Not just to tell customers where to enter and exit anymore. Add branding to add interest.

## ORDER CONFIRMATION SYSTEM

"Hi, may I take your order." A functional and branded component of any successful drive thru.

## **CANOPIES & AWNINGS**

Keep your customers out of the sun, rain, and inclement weather and keep them coming back.

### **THANK YOU SIGN**

They gave you money. You want them to come back. Thank your customers with a branded sign to end their experience.

#### POINT OF PURCHASE

Add a branding element to catch the customer's eye.

# MENU BOARD

Available in 1-5 sections and any color. Customize your menu board to fit your offerings and your brand to give your customers the options they need.





# STOP BY AND SEE FOR YOURSELF

If you're in the neighborhood, come see our 180,000 square foot showroom and facility. If not, contact our team via phone (614.850.2540) or email (sales@natsignsys.com). We look forward to working with you to drive sales at your drive thru.











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