



PERSONA TRIANGLE

APPROVED MCDONALD'S
SIGNAGE PARTNER

REFRESH YOUR SIGNS WITH LED TECHNOLOGY

A BRIGHTER FUTURE FOR MCDONALD'S

Don't settle for outdated signs and short-term fixes.

Embrace a more **dynamic display** with LED technology and choose **long-lasting quality** for your signage.

WHY UPGRADE TO LED?

- Save on energy and costs
- Easy and efficient maintenance
- More vibrant, eye-catching appearance
- Boost sales and customer traffic

Some operators choose refurbish vendors who are **not** McDonald's approved, as this route is nearly half the cost of a sign face replacement.

It's important to weigh the pros and cons of that decision:

THE REFURBISH ROUTE:

- Average cost: \$4,000 - \$5,000 for a road sign (panels refurbished, arches painted, pole painted)
- Approx. half the cost of panel replacement, but lasts about 5 years before fading
- Warranty only covers 3 years
- Results in more frequent replacements, driving up long-term costs

THE PERSONA TRIANGLE ROUTE:

- Brand new panels with extended life expectancy
- Maintains a bright, appearance true to the brand for decades
- Lower lifetime cost vs. repeated refurbishes
- Seamless project management from start to finish



WHAT OUR CUSTOMERS ARE SAYING:

"I have worked with Persona Triangle on my last four MRP/rebuild projects, and have found their project management teams to be a terrific partner to work with. They understand our business, our sign needs, and our coordination needs during the construction process. Since converting to LED, I have zero costs in repair, an even, brightly lit sign 365 days a year, lower energy costs, and will recoup my cost of conversion this year. I have found a terrific partner in Persona Triangle."

- Mike Hartshorn, Midwest O/O

CONTACT OUR SERVICE TEAM TODAY:

services@personatriangle.com | 800.843.9888

personatriangle.com

PERSONA TRIANGLE

TRUSTED & APPROVED
MCDONALD'S SIGNAGE PARTNER

REFRESH YOUR SIGNS WITH LED TECHNOLOGY

A BRIGHTER FUTURE FOR MCDONALD'S

Don't settle for outdated signs and short-term fixes. Embrace a more **dynamic display** with LED technology and choose **long-lasting quality** for your signage.

Some operators choose refurbish vendors who are **not** McDonald's approved, as this route is nearly half the cost of a full sign face replacement.

It's important to weigh the **pros and cons** of that decision:

THE REFURBISH ROUTE:

- **Unapproved** partner and process
- Limited life expectancy
- A less durable fix
- Results in more frequent replacements, driving up long-term costs

THE PERSONA TRIANGLE ROUTE:

- **Approved** McDonald's signage partner
- Brand new panels with extended life expectancy
- Maintains a bright appearance true to the brand for decades
- Lower lifetime cost vs. repeated refurbishes

CONTACT OUR SERVICE TEAM TODAY:

services@personatriangle.com | 800.843.9888

personatriangle.com



WHAT OUR CUSTOMERS ARE SAYING:

"I have worked with Persona Triangle on my last four MRP/rebuild projects, and have found their project management teams to be a terrific partner to work with. They understand our business and our signage needs.

I upgraded my 100' interstate road sign to LED two years ago. Prior to that, I had annual costs exceeding \$5,000 a year with bulbs/ballasts burning out, boom truck rental to reach the face of the sign, and uneven, dimly lit faces during the cold winter and the other ills signs incur. Since converting to LED, I have no repair costs, reduced energy costs, and an even, brightly lit sign 365 days a year, and will recoup my cost of conversion this year."

- Mike Hartshorn, Midwest O/O



PERSONA TRIANGLE

TRUSTED & APPROVED
MCDONALD'S SIGNAGE PARTNER

REFRESH YOUR SIGNS WITH LED TECHNOLOGY

A BRIGHTER FUTURE FOR MCDONALD'S

Don't settle for outdated signs and short-term fixes. Embrace a more **dynamic display** with LED technology and choose **long-lasting quality** for your signage.

- Not every operator is ready for a full retrofit—and that's okay. Our approved vendors can refresh and update your current signs, offering flexible solutions that don't require full replacement.
- In addition to LED retrofits, we also provide professional repainting, restoration, and cleaning to extend the life of your existing signage.
- From surface cleaning to repainting and cosmetic repairs, our restoration services restore the look of your signage and keep your brand image shining.

We manage **every aspect** of your signage, from inception, to installation, and beyond.

Our dedication to continual advancement has led us to provide our clients with **unmatched, state-of-the-art** printing and fabrication abilities, guaranteeing them a **high-quality** and **long-lasting** product.

CONTACT OUR SERVICE TEAM TODAY:

services@personatriangle.com | 800.843.9888

personatriangle.com



WHAT OUR CUSTOMERS ARE SAYING:

"I have worked with Persona Triangle on my last four MRP/rebuild projects, and have found their project management teams to be a terrific partner to work with. They understand our business and our signage needs.

I upgraded my 100' interstate road sign to LED two years ago. Prior to that, I had annual costs exceeding \$5,000 a year with bulbs/ballasts burning out, boom truck rental to reach the face of the sign, and uneven, dimly lit faces during the cold winter and the other ills signs incur. Since converting to LED, I have no repair costs, reduced energy costs, and an even, brightly lit sign 365 days a year, and will recoup my cost of conversion this year."

- Mike Hartshorn, Midwest O/O



PERSONA
SERVICES GROUP

TRUSTED & APPROVED
MCDONALD'S SIGNAGE PARTNER

REFRESH YOUR SIGNS WITH **LED TECHNOLOGY**

A BRIGHTER FUTURE FOR MCDONALD'S

Don't settle for outdated signs and short-term fixes. Embrace a more **dynamic display** with LED technology and choose **long-lasting quality** for your signage.

- Not every operator is ready for a full retrofit—and that's okay. Our approved vendors can refresh and update your current signs, offering flexible solutions that don't require full replacement.
- In addition to LED retrofits, we also provide professional repainting, restoration, and cleaning to extend the life of your existing signage.
- From surface cleaning to repainting and cosmetic repairs, our restoration services restore the look of your signage and keep your brand image shining.

We manage **every aspect** of your signage, from inception, to installation, and beyond.

Our dedication to continual advancement has led us to provide our clients with **unmatched, state-of-the-art** printing and fabrication abilities, guaranteeing them a **high-quality** and **long-lasting** product.

CONTACT OUR SERVICE TEAM TODAY:

services@personatriangle.com | personatriangle.com



WHAT OUR CUSTOMERS ARE SAYING:

"I have worked with Persona Triangle on my last four MRP/rebuild projects, and have found their project management teams to be a terrific partner to work with. They understand our business and our signage needs.

I upgraded my 100' interstate road sign to LED two years ago. Prior to that, I had annual costs exceeding \$5,000 a year with bulbs/ballasts burning out, boom truck rental to reach the face of the sign, and uneven, dimly lit faces during the cold winter and the other ills signs incur. Since converting to LED, I have no repair costs, reduced energy costs, and an even, brightly lit sign 365 days a year, and will recoup my cost of conversion this year."

- Mike Hartshorn, Midwest O/O