

*Get the most out of your Drive-Thru with versatile products to increase speed of service, improve order accuracy and reduce bottlenecks, resulting in a better customer experience, while raising average ticket total and maximizing profit.*



## OVERVIEW

From left to right:

Directional Sign • Presell Board • Clearance Bar • Canopy • Pole mounted Order Confirmation System (OCS) • Pole mounted Speaker & Mic • Speaker Post • DT Choice Digital Hybrid Menu Board with Illuminated Topper & Side Wing • DT Choice Menu Board (static graphics) with Non-Illuminated Topper and Shroud Branding Graphic • Window Graphics • Outdoor Poster Frame with Graphic • Pick Up Window Awning

Also available:

Timer/Vehicle Detection Device • Manager's Special Sign • Main Ordering Magnetic Loop • Pick-Up Window Magnetic Loop • Timing System/Statistics System • Headset Communication System • Waste Receptacle • Drive-Thru Wait Area Signage

### **Directional Sign**

The first point of contact with a drive-thru customer is drive-thru lane directional signs. Make sure your first time customers can easily find the drive-thru lane.

### **Presell Board**

A presell board is the first opportunity to influence and educate your customer on your food offerings. Its value is two fold: increases speed of service and influences the customer to purchase your specialty items. A presell board is usually smaller than the main menu board, but full sized boards are also used.

### **Clearance Bar**

A clearance bar is often necessary as taller vehicles can cause damage to canopies and awnings over the ordering station or pick up station.

### **Timer Vehicle Detection Device (Magnetic Loop)**

Manage the efficiency of your drive-thru by using a timing system with a magnetic loop embedded in the road surface. The timing system (Item 24) starts as the vehicle reaches the presell menu board. The initial magnetic loop is paired with the magnetic loop at the pick-up window to provide timing statistics.

### **Order Confirmation System (OCS)**

The OCS and speaker post is integrated to the restaurant's POS system. It visually confirms to the customer that his order has been correctly heard and received.

### **Canopy**

Canopies are used at the ordering station where the driver is exposed to the rain and wind. Canopies also illuminate the ordering area, offering security to the customer.

### **Pole Mounted Speaker/Mic**

When a canopy is installed at the ordering point, mounting the communications system speaker and microphone to the pole can save money and eliminate the need for a free-standing speaker post.

### **Pole Mounted Order Confirmation System (OCS)**

An OCS is mounted to the canopy pole in between the speaker and microphone and is integrated to the restaurant's POS system.

### **Pre-Order Stacking Space**

Between the presell zone and the ordering station it is ideal to have open space for a two car minimum (20 feet).

### **Speaker Post**

A simple speaker post contains the speaker and microphone connected to the communication base system when an OCS is not used.

### **Manager's Special Sign**

A simple snap lock frame to hold 8.5" x 11" letter size piece of paper insert in a plastic sleeve is perfect for daily specials or other LTOs.

### **Main Menu Board**

This is the primary piece of equipment for any drive-thru lane. Its placement and size is extremely important to the success of your entire drive-thru success.

### **Main Menu Board Illuminated Topper**

The topper appendage adds space to a main board if space is limited side-to-side. Toppers can be used for ultimate branding identification or to highlight specific items or LTOs.

### **Main Menu Board Illuminated Side Wing**

Side wing appendages are an efficient way to add space to the menu board. Wings are also used to clearly separate menu day-parts or LTOs from the main board graphic area.

### **Main Ordering Magnetic Loop**

The magnetic loop at the ordering station alerts the service crew to the vehicle's arrival at the menu board. This magnetic loop is tied to the communication station.

### **Main Menu Board Shroud Decal**

A high quality vinyl graphic mounts to the base shroud of your menu board. Use this often-ignored area to further your product branding.

### **Non-Illuminated Branding Topper**

A topper is an economical and efficient way to add space to the menu board and is ideal for branding identification; it attaches to top plate of menu board.

### **Window Graphics**

Use graphics in the post-sale area to highlight upcoming offers, feature dessert items, or provide visual temptations of special food products.

### **Outdoor Poster Frame & Graphic**

Poster frames with graphics used in the presell zone and/or the post-sale area prior to the payment or pick-up window. If graphics are in the presell area they function similar to a presell menu board, by informing and directing customers to specials and combos.

### **Wait Stacking Space**

Ideal open space between the menu board and pick-up window is four car lengths (40 feet).

### **Pick-Up Window Magnetic Loop**

Embedded in the pavement at the pick-up window and wired to the timing system, this magnetic loop completes the vehicle timing started at the presell menu board.

### **Pick-Up Window**

Special windows allow hands-free easy exchange of money and delivery of orders, speeding up the drive-thru experience. Cash-less credit card readers at the pick-up window speed service and meets the needs of the of the credit/debit card driven customer.

### **Timing System/Statistic System (inside bldg.)**

A timer system is an important management tool to review statistics and performance of the restaurant's drive-thru lane.

### **Window Awning**

Window awning keeps the customer and employee covered during inclement weather.

### **Headset Communication System (inside bldg.)**

The communication system is a multiple wireless headset system.

### **Waste Receptacle**

Drive-thru lane trash receptacles with extension arms allow customers to dispose of unwanted trash without leaving their vehicles. These convenient trash cans will aid in keeping your lot debris free.

### **Drive-Thru Wait Area Signage**

A "wait" space identified with signage designates lane area for customers to park while their food order is completed. Wait line signage can be customized to various sizes and shapes, but most are vertically oriented for easy viewing by the driver, and measure approximately 8" to 12" wide by 24" to 36" high.