

# 'Brand' Your Drive-Thru Menu Board

The major chains know the importance of reinforcing their 'brand' message in the drive-thru lane. Consumer use of the drive-thru lane continues to increase, reaching 75% of sales in many restaurants making reinforcement of your 'brand' more important than ever! Your 'brand' message needs to be part of the drive-thru experience to identify and differentiate yourself from the competition.

## Two simple ways to 'brand' your drive-thru



### Add a topper

to your menu board as a retrofit or as part of a new order. The topper is constructed of durable, outdoor grade plastic and secured to the top plate of menu board with metal brackets, with a high quality, 4-color printed graphic.

Designed for the Mainstreet DT Choice or LXD units, but will fit most manufacturers' units.

Part # 7MS-0122

### Add a base decal

to Mainstreet DT Choice shroud to make use of this valuable space. Decal graphic is made of high quality vinyl for fade resistance.

Part # P102291-001

For the ultimate  
**'brand identification'**  
consider an illuminated topper!

Contact us for more information

**LET MAINSTREET BE YOUR DRIVE-THRU 'BRANDING' SUPPLIER!**

Learn more about these products and other Mainstreet items at [www.mainstreetmenus.com](http://www.mainstreetmenus.com)



**HOWARD**  
Results At The Point-Of-Purchase

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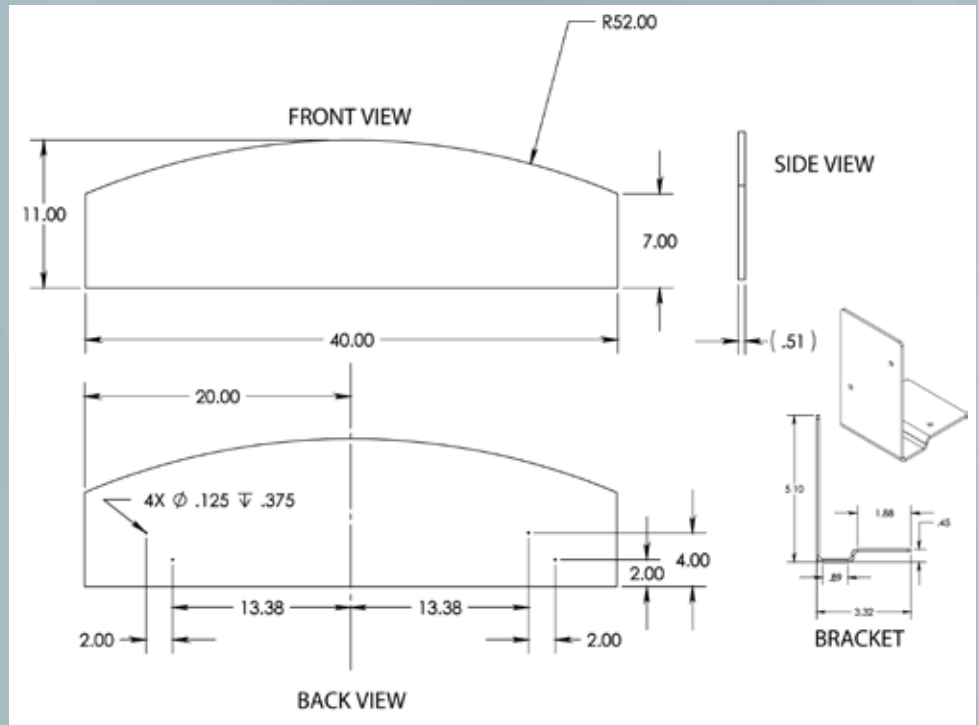


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## Specifications

### Topper - Part # 7MS-0122

- 40" W x 11" H
- 13mm (1/2" thick) PVC plastic
- Bent metal brackets easily attaches to most metal drive-thru top plates
- High grade 4-color vinyl identification graphic



### Base Decal - Part # P102291-001

- High quality, high resolution 4-color vinyl decal graphic
- Extremely durable vinyl decal substrate with gloss finish
- 2 mm thick with adhesive
- Size varies by logo, but measures approximately 12" W x 12" H



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