

THE HOWARD COMPANY, founded in 1950, is an employee-owned point-of-purchase display manufacturer located in Brookfield, Wisconsin. We specialize in menu boards and food service products, as well as permanent and semi-permanent retail merchandising displays.

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DRIVE-THRU PRESELL, ADD-ON WING AND TOPPER UNITS

OVERVIEW

The preview or presell zone of your drive-thru lane is an important factor in increasing sales and profit. A presell board is the first opportunity to influence and educate your customer on your food offerings. It can help increase speed of service, and influence the customer's buying decision.

Side wings and toppers are an efficient way to add space to the main menu board. Side wings and toppers can be used to help separate daypart items, limited time offers (LTO's), combos or specials from the main menu.

The Drive-Thru Choice 18" wide single door unit (DTX-118) can be used as a side wing or topper.

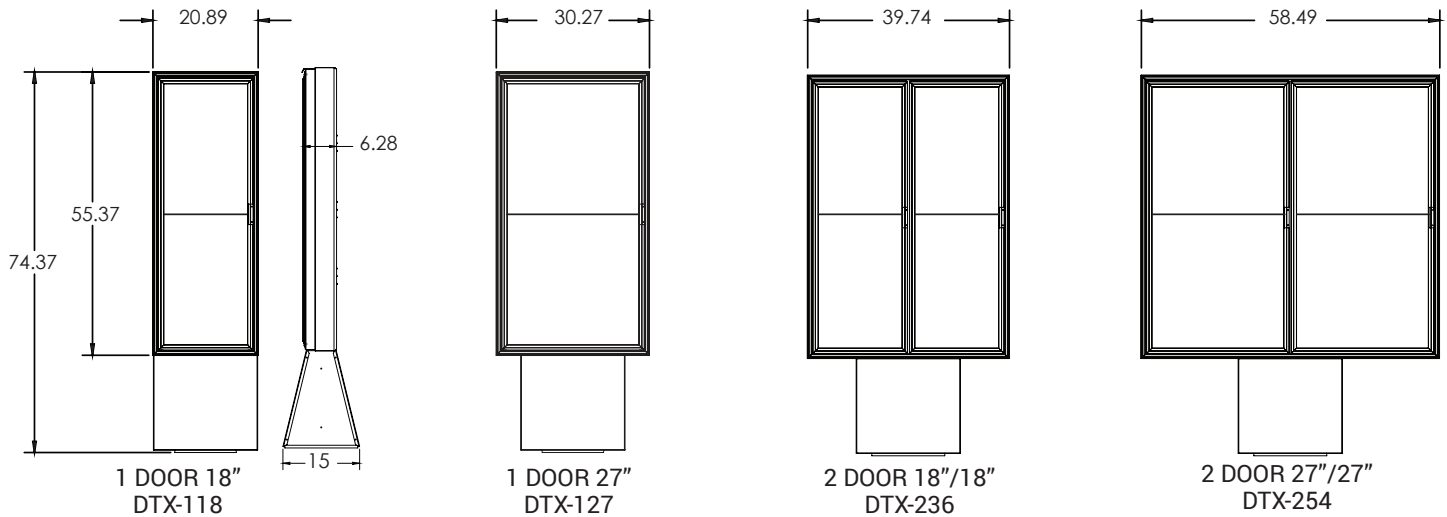
FEATURES

- 1, 2, 3, 4 or 5 door units using a combination of 18" and 27" wide panels
- Energy-efficient LED lighting
- Eight stock colors: brown, blue, red, silver, tan, black, white, textured black (custom colors available)



PRESELL DOOR CONFIGURATIONS & SIZES

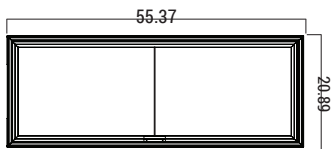
A presell board is often smaller than the main unit. It often displays specials or combo meals. Any of our Drive-Thru Choice Series units can be used as a presell board. The one or two door units are the most commonly used presell boards.



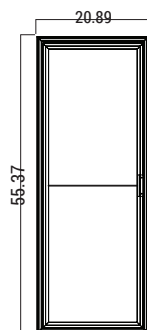
Any size Drive-Thru Choice Series menu board can be used as a Presell board.

SPECIFICATIONS

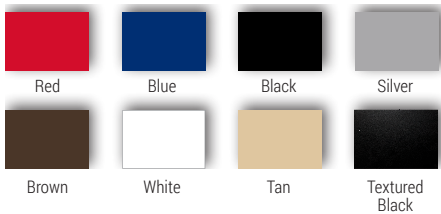
TOPPER Top Mount



WING Side Mount



Eight Standard Colors



PANEL

