



Domino's Pizza Lights Up a New Look, Drives Down Costs Using 3M™ Envision™ Translucent Films

Costs add up quickly when you run a business. For many franchisees, new investments directed by the corporation must be multiplied by 5, 10 or even more, depending on how many franchise locations they own. However, the franchisor can also be a valuable resource, vetting materials to make sure they deliver a positive return on investment.

This was the case with the recent overhaul of the brand image and signage for Domino's Pizza. With LED-enabling 3M™ Envision™ Translucent Films, the Domino's management team found a way to bring down the cost of channel, monument and pylon signs for franchisees by as much as \$200 per sign. Plus, thanks to the energy efficiency of the new signs, ongoing operational costs have been lowered as well. As the changes are implemented at each store, franchisees have been pleasantly surprised at the performance and prices of their new signs.



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"Pizza Theater" Reinvents the Brand

Since undertaking a brand reinvention several years ago, Domino's has been reworking many of its "ingredients," from its people to the décor in its stores. "We've recently adopted a new 'pizza theater' store design – a reimagined pizzeria-style restaurant," said Tobin Northway, manager-unit controller of domestic stores and fixed assets at Domino's Pizza. "With that change, we knew that exterior signage would be an issue. We always take a look at our ingredients and everything we put into our pizzas, people or products – and signage is no different."

A New Ingredient for Value and Performance

With about 1,100 independent franchise owners in the U.S., Domino's set out to find signage materials that would deliver both value and performance to franchisees. That's how Northway and his team discovered 3M™ Envision™ Translucent Film Series 3730. This film is more light transmissive*, so fewer LEDs are needed to get the level of brightness you want in a sign.

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"We ultimately identified the new 3M™ Envision™ translucent films, which allow us to reduce the number of LEDs that we put into our signs, and create a brighter finished product," said Northway. "The cool thing is, not only are we reducing the initial investment cost for our franchisees and for our stores, but we're also reducing ongoing operational costs to power the signs. So from a sustainability standpoint, this is a very impactful product for us."

Franchisees have noticed. Phil Pedigo, vice president of a 33-

store network of Domino's franchises in the Memphis and Nashville area, had installed a new sign on one of his stores just before Domino's adopted the 3M™ Envision™ translucent films as its standard. So when Pedigo installed his first sign using the new 3M film, the difference in both the price and the sign's appearance was noticeably clear.

"The new sign just looks cleaner and crisper, and it looks really good at night," said Pedigo. "I definitely noticed the price drop, and the company we purchased the sign from said that it was because of this new 3M material. It looks as good or better than the old signs, and it's costing a lot less. It's just a no-brainer; there is a noticeable price difference and no negative impact on the quality."

Phil Rands, owner of 16 Domino's stores in Florida, echoed Pedigo's praise. "The new signs are just super bright. They totally stand out. We're really happy with them," he said.

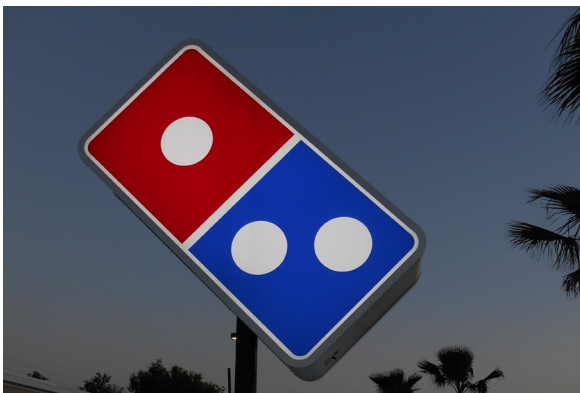
Rands explained how the new signage ties in with the new overall store design for Domino's. "The pizza theater concept elevates the value of the brand," he said. "Now we're telling people to come check us out; come into our stores and see us, and we've never really done that before. So when they come see us, we want them to be impressed."

Leadership in Materials

With help from 3M, Domino's Pizza is not only reinventing the look of its restaurants, but also strengthening its relationships with franchisees. Rands explained that having the corporation as a resource to spec innovative materials like the 3M™ Envision™ translucent films is "a huge benefit to being a franchisee. Domino's is aggressively looking for better ways for us to engage our customers and to position ourselves."

"That's exactly what we strive for as a franchisor," said Northway. "We work to help our franchisees select the best products and best materials available."

With all of its U.S. stores set to upgrade their signs over the next four years, Domino's is making 3M™ Envision™ translucent films a key ingredient in helping franchisees stand out.



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* Most graphics using 3M™ Envision™ Translucent Film Series 3730 on 3M™ Envision™ Diffuser Film 3735-50 provide more light transmission than other graphics using 3M™ Scotchcal™ Translucent Graphic Film Series 3630 on 3M™ Diffuser Film 3635-30. See Product Bulletin 3630/3730 for details.



3M Commercial Solutions

3M Center, Building 220-12E-04, St. Paul, MN 55144 USA
General and technical information: 1-800-328-3908

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