

March 2014

Star Vision

News from the Star Franchise Association



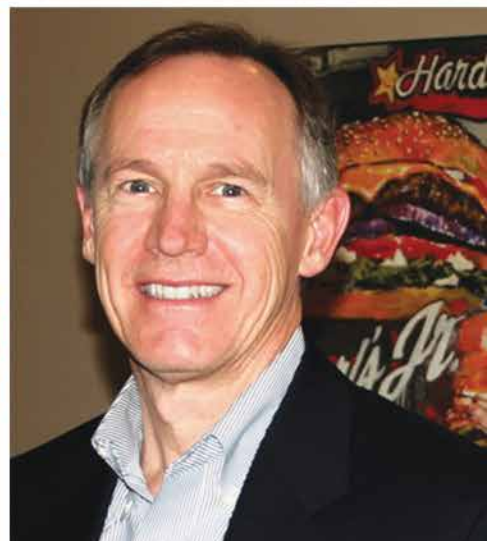
Inside:

2014 Conference
Registration Packet

Board Member:
Bé Wierdsma

Charity Update

and more





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president's letter



To all my fellow Carl's Franchisees, Vendors, and SFA members, I hope the start of 2014 has been a good one for you. Spring will be upon us soon, and we hope for relief from some of the bad weather many markets felt. All of us wish California more rain and snow in the mountains and central valley.

In late April will be our annual Charity Golf tournament at Industry Hills, California. We can do without rain for those days. The tournament kicks off the yearly Charity drive for the SFA. As in the past years, we are continuing with Star For Heroes. I hope to see many of you out there for a great time helping a great cause. We can have informal business discussions on the course, keep the drink cart busy, and mostly enjoy time with friends and associates.

Shortly after the tournament, we will kick off the in-store sales of Stars for Heroes. We hope to hit a goal of \$500 per store. 100% of the proceeds go to charities. The critical information for you and your stores to know is that up to 50% of the funds you raise locally can be directly returned to a qualified charity in your local market. This allows you to present the check and get local coverage for the funds awarded.

Late September is our SFA Conference in Scottsdale, Arizona. There will be something for everyone, fantastic golf courses, world class restaurants, and great shopping. Most importantly, it is a time for the Franchisees, Vendors, and CKE management to get together in a relaxed

atmosphere. This allows us to gather in smaller groups and fix all our problems over a glass of wine, or during an early morning nature walk, or on a yoga mat, or at the organized events. It is critical that all companies are represented and that as many as possible Franchisees attend. We need your input, thoughts, success stories, and struggles to be shared with the community. This conference is our time for the Carl's Jr./SFA community to come together to strengthen the bonds we share in this brand.

The SFA board is here for you every day. We have many of the same issues you have. We need to hear from you as you have items you feel need addressed with CKE. The Board welcomes your calls or emails and any topic. Feel free to reach out to any SFA Board member at any time. We may not have the answer at that time but will work to get an answer for you.

As many of you know, CKE has completed the transaction of the sales from Apollo Group to Roark. The Board has not met with Roark yet but plans to in the future. We look forward to their investment in the brand. They have many restaurant brands in their portfolio and tend to be long-time players in the brands they own, much like we are long-time players in this brand. We hope they are a good fit. Looking forward to seeing and talking to many of you in the near future.

John Nelson
President

UPCOMING EVENTS:



April 29 - April 30, 2014

10th Annual Golf Classic
Industry Hills Golf Club at Pacific Palms
Industry Hills, CA

Registration now open



September 28 - October 2, 2014

SFA CONFERENCE
Hyatt Regency Scottsdale Resort and Spa
Scottsdale, AZ

Registration will open in April 2014

Star Franchise Association - an association of Carl's Jr. Franchisees
PO Box 2245, Livermore, CA 94551 - (866) 655-4900
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for comments, questions or advertising opportunities, e-mail: news@starfran.com



SFA
SCOTTSDALE 2014
Gainey Ranch

September 28 - October 2, 2014

Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch

**Advance registration for Associates/Vendors open now!
Full registration (including franchisees and CKE) will open in April**

Our 21st Annual Conference will be held September 28-October 2, 2014 at the Hyatt Regency Scottsdale Resort & Spa.

Set amidst flowering cactus and framed against the majestic McDowell Mountains, this remarkable Scottsdale Arizona hotel and spa resort combines breathtaking vistas, intriguing Native American culture and pampering amenities designed to please every guest.

While there, be sure to enjoy the championship golf, Spa Avania, a 2.5 acre water park, tennis and more.

Please visit our website at www.starfran.com for information on the conference and to register. This event is open to SFA Franchise Members, invited CKE guests and current or prospective Vendors of products and services.



**Vendors:
register and pay
by June 1st and be
entered to win a
\$200 Hyatt Gift Card!**



Agenda

***as of February 2014 - subject to change**
Events in italics are closed to Associate Members

Sunday, September 28

- Registration 3-8pm
- Associate Member Meeting with Board 5-6pm
- Welcome Reception 6:30-9:30pm, Palm Grove

Monday, September 29

- Breakfast 7-9:30am
- Extended Registration 7-11am
- Opening Session, Vendors welcome 8-9am
- *CKE Presentations with Franchisees 9-11:30am*
- Off-site Activities 11:30am-5pm
- Vendor Gala Dinner
Cocktails 6:30
Dinner and Awards 7pm
- After Hours Comedy Club 9:30-11pm

Tuesday, September 30

- Breakfast 7-9:30am
- Vendor Show Set Up 7-11:30am
- *CKE Presentations 8-9am*
- Conference Office Open 8:30-10am
- Vendor Show 12-3pm
Vendor Show Drawing 3:15pm (must be present to win)
- Offsite Dinner, buses depart 5pm

Wednesday, October 1

- *Breakfast Roundtables 7:30-9am*
- *CKE Q&A 9-10am*
- Showcases & Seminars 10am-Noon
- Open Afternoon
- Dinner

Activities

Desert Hummer Adventure

Welcome to an off road-adventure like none other! Guests will meet at the Hotel by customized Hum-vee four-wheel-drive vehicles and will soon be lumbering down the trail enjoying the sights and sounds of the desert.



River Rafting Leisure Float

Eagles soar overhead. Coyotes howl in the distance. Saguaros stand guard. The sound of the boat drifting through the water will only temporarily distract you from the beauty that abounds on both shores. This river float tour provides a unique introduction to the history of the valley, the wonder of the Sonoran Desert and the flora and fauna that flourishes.



Old Town Segway Tour

Roll with us into the historic Old Town Scottsdale District and glide your way through Scottsdale's most renowned Downtown area. Experience everything from the preserved rustic traditions to the unique art scene and outdoor sculptures throughout the Scottsdale Waterfront and Civic Center Mall. It's sure to be a roll to remember!



AndyFood Cooking Class

The art of a good meal is the AndyFood mantra ... a phrase that inspires a goal just beyond our grasp and a source of creative nourishment. You will have the opportunity to explore this mantra and delight your guests with food, entertainment, and education in Scottsdale's latest warm studio-meets-kitchen environment, AndyFood.



Gainey Ranch Golf Club

Play one of the top-rated golf courses in the country, exclusively available only to private club members and the guests of Hyatt Regency Scottsdale Resort & Spa. Surrounded by incredible scenery, Gainey Ranch Golf Club offers an exciting year-round challenge for golfers of any skill level.



Spa Avania

Named one of the top spas in the country, Spa Avania reflects balance and harmony and seeks to awaken your senses with an organic concept inspired by the natural beauty and landscape of Arizona's Sonoran Desert. *Those choosing this activity will receive a \$150 credit to be applied to the spa treatment of your choice.*



Spotlight on Bé Wierdsma



Along with his partners, Tom and Stella Thompson and Jeff Casaretto, Bé Wierdsma has helped grow TWM Industries into one of the biggest franchise groups. Now entering their 30th year as a Carl's Jr. franchisee, they operate 62 restaurants in the Bay Area, Valley and Fresno.

While still living in his native Holland, Bé was a department store manager in charge of operations. When he emigrated, he worked at Sears & Roebuck for 6 months before going through the management training at Jack in the Box. He went through the ranks as an Assistant Manager, GM, Training Coordinator, District Manager and finally Area Manager.

Bé and Tom were then working at Foodmaker and became interested in franchising in the Bay Area, but Bé says "Carl's Jr. offered us a much better deal."

TWM acquired their Bay Area group in 1984 and expanded into the Valley in 2000, Fresno in 2001 and finally Modesto in 2006. Bé attributes the success of TWM to partner Jeff Casaretto, "Jeff is the engine of TWM."

Bé now eats at Carl's Jr. several times a week, and his favorite item is either the Big Carl or the Six Dollar

Burger. Always thinking of operations, Bé wouldn't want to bring back any retired items because he feels there are enough on the menu now.

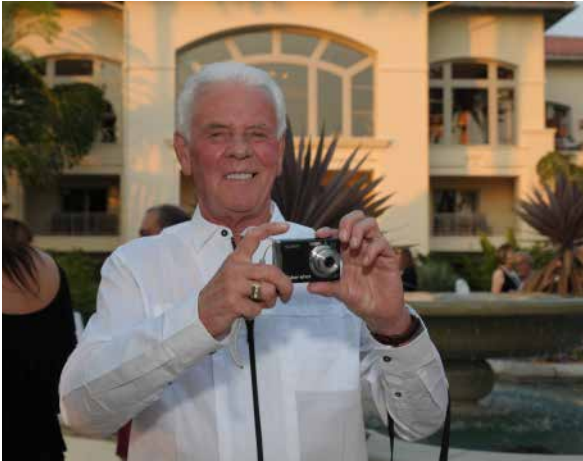
Bé's wife Troi is also involved in TWM Industries. She is in charge of TWM's Public Relations and has been very successful in organizing many fundraisers.

Bé enjoys working with the other board members to help serve the franchise community. "I love the group of franchisees comprising the SFA Board. The group is very diverse and each member contributes much."

During his spare time Bé produces videos, including those shown at our annual conferences. He's also a big soccer fan. "I watch many, I mean many, soccer games."



Bé also takes some time to travel. He's recently been to Greece and Turkey, and he makes sure to return to Holland at least once a year. "I've also been in Fresno and Modesto, does that count?"



Photos- Bottom Left pg 6: Bé signed his franchise agreement, along with Tom and Stella Thompson, in December 1984.

Above: Bé can be found taking photos during the conference for his videos and slideshows shown during the Gala Dinner.

Right: Bé and Troi enjoyed themselves at MCAS Miramar during the 2012 Conference.

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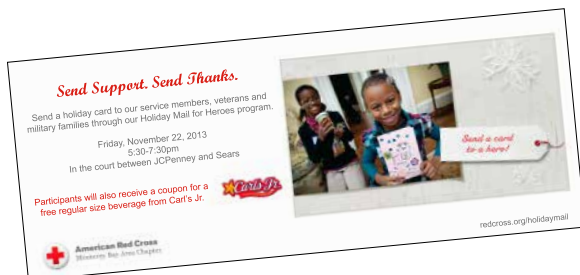
GBV, Inc.



This past November, Gary Vick of GBV, Inc. presented a check for \$7,500 to the American Red Cross Monterey Bay Area Chapter.

The event was held at the Northridge Mall in Salinas, CA, and approximately 1,200 people crowded in the mall to see the presentation. They also were able to catch a glimpse of Santa Claus arriving in a Red Cross Emergency Response Vehicle.

During the event, the public had a chance to sign cards for service members as part of the Red Cross Holiday Mail for Heroes campaign.



TWM Fresno



In February 2014, Mike and Judy Redmond of TWM Fresno presented a \$10,000 check to the Central Valley Veterans at their Annual Star Spangled Ball. They're pictured here with their GM Robert Alanis and his wife, Elizabeth.

Central Valley Veterans has partnered with Home Depot to make repairs/home makeovers for two local veterans. Josef Martin is a WWII Veteran who was the victim of a home invasion. CVV spent over 80 hours and \$200 to make repairs and install safety features, including motion sensor lights and new locks. Ivan Peterson is a U.S. Army Veteran who was victimized by a contractor. The contractor took Mr. Peterson's money and left the interior of his house stripped to the insulation. CVV partnered with Home Depot again to re-do the interior and put in new lawn and fencing. The donation from Stars for Heroes helped cover some of the costs.

Other assistance CVV has provided since the beginning of October include rent support, bill and fee payments, food served at a Veteran job fair, and a new pool table for the Vet Center.

BKI Inc.



BKI Inc. invited the Blue Stars Mothers Chapter #30 of the Inland Empire to their Corona, CA restaurant where they presented them with a check for \$5,000. President Teri Figuerora, founding member of Chapter #30 Moira Fisher and treasurer Christy Payne were on hand to accept the check from Dana McClure, FBC Peggy Geier and GM Karla Gutierrez.

Sa-weet! The Sweet Potato Trend



Sweet potatoes are breaking out from their marshmallow prison. Popping up in gourmet dishes at restaurants across the country, those delectable orange spuds are no longer confined once a year to the casserole dish at Thanksgiving dinner.

Today, sweet potatoes can be found starring in a variety of trendy eats from sweet potato hash to sweet potato soufflé to sweet potato stir-fry. And did someone say sweet potato waffles? We've essentially gone sweet potato crazy.

Demand for sweet potatoes has steadily been on the rise in recent years. The U.S. purchased nearly 12 million pounds of sweet potatoes in 2010 compared with 7 million pounds in 2008, according to the North Carolina Sweet Potato Commission, a nonprofit made up of almost 400 sweet potato growers.

So, what brought about this sweet potato phenomenon? Two words. The fry.

Order Up!

When you start sweet talkin' about the sweet potato, you're likely enjoying a batch of scrumptious sweet potato fries. These tasty golden orange munchies have gone mainstream at restaurants around the country—and brought attention to the vegetable's versatility.



"The fries have been so successful that chefs have really run with the sweet potatoes and started experimenting to add something different to their menus," said Cristy Alvarado, spokesperson for the North Carolina Sweet Potato Commission. Alvarado said today's trendy ingredients to pair with sweet potatoes include curry, chipotle, poblanos, kale and coconut milk.

Sweet potatoes aren't just cropping up in new forms at restaurants. The good ol' grocery store also boasts sweet potatoes in stylish new looks. From sweet potato chips to sweet potato soup to sweet potato pasta, you can find more store-bought sweet potato products than ever before.



And why not all this sweet potato success? Rich in a variety of nutrients including fiber, Vitamins A, B6 and C, copper, potassium and iron, sweet potatoes are one tasty super food. They're also high in beta carotene, a powerful antioxidant that works to eliminate free radicals in the body.

How are you eating your swanky sweet potatoes these days?

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Eyes on the Fries

Beloved fries and tots are taking another turn in the limelight, this time nestling under flavorful sauces and bold toppings

By Katie Ayoub, getflavor.com

By its very nature, street food is edgy, hip, ephemeral. For restaurants to imitate the experience can be like a businessman wearing a motorcycle jacket — the effort seems contrived. But some dishes translate beautifully onto brick-and-mortar menus. Gaining rock-star status from street food, these casual-yet-bold dishes include such items as hot dogs, tacos and loaded fries. These flavor-loaded-and-layered fries hold great potential for accurate translation from street to restaurant. Fries are safe, familiar and delicious. Add wonderful, savory ingredients and move them from a standard side dish to craveable shareables, late-night snacks, or bar-menu favorites. You can even grant them entrée status.

The interactive experience of fries loaded with the ideal proportions of creative, adventurous toppings endears them to diners, especially Millennials keen on customizing their bites. "Toppings add savory umami notes and play on the craveable salty-sweet flavor profile — both things institutionalized with ketchup," says Kara Nielsen, CCD Innovation trendologist. Use of bold flavors and intriguing global influences propel the trend further. As evidence, check out Austin food truck Chi'Lantro's Caramelized Kimchi Fries, a mound of sizzling Korean BBQ, grilled onions, cheddar and Monterey Jack cheese, cilantro, "magic" sauce, sriracha and sesame seeds. Or the loaded tots with a Korean spin at Sakaya Kitchen in Miami that stars "chunk'd" spicy cheesy kalbi beef. Another twist on the trend is to look to other bases for loaded fries. Indeed, tots seem to be a standout potato form here, where chefs are casting aside the fry for the one-bite, nostalgic perfection that is the tater tot. At True North Tavern in San Diego, tater tots are topped with warm cheese sauce, cilantro, chipotle cream, salsa fresca and a choice of carne asada, chicken and bacon, shredded barbecue pork or chili. "Fries make a great base, but tater tots add an element of fun," says chef Kathy Casey. "Topped with caramelized onions, red-wine gravy, sharp cheese sauce, local cheese curds and house-pickled hot peppers, this favorite gets new life as a loaded menu option." The ever-popular sweet potato is another ideal base for loaded builds. Another Los Angeles truck, Fresh Fries, tops theirs with hummus, smoked paprika and sesame seeds. And for a decadent dessert version, Fresh Fries loads Nutella and peanut butter atop sweet potato fries.

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Rising Star: Bruce Frazer

Part of the annual NRN 50 special report, *The Power List* profiles the 50 most powerful people who are leading and shaping change in the restaurant industry, as chosen by *Nation's Restaurant News*. One of their selections was CKE's own Bruce Frazer, senior vice president of product marketing/R&D.



Few research and development gurus know what their customers crave as well as Bruce Frazer, senior vice president of product marketing and R&D at CKE Restaurants Inc., parent of Carl's Jr. and Hardee's.

Under his leadership, the brands have rolled out a steady stream of big, beefy burgers and envelope-pushing items that resonate with the company's core young male demographic and help the brands to compete against much larger quick-service foes and hard-charging fast-casual players. Frazer, who has more than 20 years of marketing experience, joined the Hardee's executive team in 2001 and two years later was tapped to lead planning, development and implementation of product marketing for Carl's Jr., as well as CKE's Green Burrito and Red Burrito brands.



As many burger chains focused on discounting, Frazer instead led Carl's Jr. and Hardee's to focus on creating premium burgers and flavor combinations that couldn't be found elsewhere. The line of hefty Thickburgers that he helped introduce in the early 2000s reversed a decade of same-store sales declines at Hardee's and positioned the chain for growth, the company said. The platform launched such items as the Philly

Cheesesteak Thickburger with sliced steak, cheese and peppers and last fall's Buffalo Blue Cheese Thickburger with hot sauce and tangy cheese. In addition, the Strawberry Pop-Tart Ice Cream Sandwich — a limited-time offer featuring ice cream between pieces of the breakfast pastry — zoomed to cult status on social media and was selected for rollout nationwide.

Carl's Jr. and Hardee's also have launched lighter fare in recent



years, such as turkey burgers and salads, and have touted such quality cues as 100-percent Black Angus beef patties and hamburger buns that are baked fresh in the restaurants.

— James Scarpa

Congratulations, Bruce!

Sandvik Enterprises



Kudos to the Sandviks who presented a check for \$14,000 to the Juvenile Diabetes Research Foundation.



#8263 Houston, TX - Zubha Foods, LLC

Congratulations to Amin Dhanani on the opening of his new Houston location on July 16, 2013.



#8413 Houston, TX - Burger Barons, LLC

Kudos to Burger Barons who opened a new location on November 12, 2013.



#8367 Glendale, AZ - Frontier Star CJ, LLC

Frontier Star also opened a new location in Glendale, AZ on November 12, 2013.



#8343 Wilsonville, OR - KGK Foods,

Dan Gjurjevich and KGK Foods also opened their newest restaurant on November 12, 2013.



#8340 Kingwood, TX - Burger Barons LLC

Congratulations to the team at Burger Barons who opened another new location opened on December 16, 2013.



#8388 Los Angeles, CA - New Horizon Foods, LLC

Kudos to Amir Siddiqi who started the new year with the opening of his new restaurant on January 4, 2014.



#8404 Riverbank, CA - Modesto Restaurant Group, LLC

Congrats to the Modesto Restaurant Group on their new restaurant which they opened on January 9, 2014.



Gig Harbor, WA - Harbor Foods, LLC

Jay Richards and Harbor Foods opened their newest location on January 31, 2014.



Tomball TX, Zubha Foods, LLC

Zubha Foods opened their newest location in Texas on January 16, 2014.



Tempe, AZ - Frontier Star CJ, LLC

Kudos to the LeVecke's and Frontier Star on this location that opened on February 7, 2014.



#8223 Shreveport, LA - LD Star, Inc.

John Micucki and LD Star opened their new location on January 27, 2014.



Our Franchise Family is 703 restaurants strong, including 315 dual concept Green Burrito restaurants!

Restaurant Totals

State	C	F
AK		8
AZ		84
CA	361	342
CO		44
HI		2
ID	1	14
LA		2
NM		15
NV		46
OK		36
OR	6	46
TX	25	44
UT	30	9
WA	14	10
WY		1
Total	437	703

Grand Total: 1,140



San Antonio, TX - Zubha Foods, LLC

Congratulations to Amin Dhanani and Zubha Foods for their new location that opened on February 20, 2014.



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10th Annual Carl's Jr. Golf Classic

April 29-30, 2014

Industry Hills Golf Club at Pacific Palms
Industry Hills, CA

Agenda

Tuesday, April 29, 2014

- 9am - 11:30am Early Tournament Registration
- 1pm Shotgun HED "Tune Up Tournament"
- 12pm - 6pm Tournament Registration
- 6:30pm Cocktail Reception
- 7pm Kickoff Dinner & Auction

Wednesday April 30, 2014

- 7-9am Breakfast
- 8-9am Late Registration
- 9:30am Golf Classic (Shotgun start; Shamble)
- 3-5pm Closing Reception & Awards

Benefiting



Registration now open on www.starfran.com



Pictured above: 2014 Board Members - Dan Gjurjevich, Jennifer Dowling, Bé Wierdsma, Amir Siddiqi, Mark von Waaden, John Nelson, Mike Borchard and Daljit Hundal (retired from board September 2013). Not pictured: Joseph Leto, appointed to board September 2013.

2014 BOARD MEMBERS

Your board invites you to reach out anytime with comments, feedback or ideas.
They are here to serve you and the entire Carl's Jr. franchise community!

You can reach all of them by using the email address: board@starfran.com, or see individual contacts below.

John Nelson
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Joseph Leto
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E-mail: mcletojoe@aol.com



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