

WATCHFIRE ANNOUNCES PURCHASE OF ANTHEM DISPLAYS, LLC

October 24, 2022

Watchfire Signs is pleased to announce that it has completed the purchase of the assets of Anthem Displays, LLC.

Headquartered in Elizabethtown, NC, Anthem Displays has been engaged as a digital billboard manufacturer since 2014 and was previously held by Circle Graphics. The company has produced and installed over 350 digital billboards.

Steve Harriott, CEO of Watchfire, said, “We fully intend to support legacy Anthem products and will work with customers to ensure a seamless transition.” Watchfire is known in the digital display industry for best-in-class lead times, product quality, customer service and support.

Key employees will be retained, and the products and services provided by Anthem will be integrated under the Watchfire brand.

“Watchfire is a terrific company with a world-class team, product, and wealth of experience. We are very confident that Watchfire will provide a good home for Anthem customers and that existing units will be well-maintained and serviced. We wish the Watchfire team every success going forward,” said Rod Rackley, founder of Anthem displays who now serves as the President of OOH at Circle Graphics. Circle Graphics purchased a majority stake in Anthem in 2020.

This transaction represents the first add-on acquisition that Watchfire has completed since H.I.G. Capital acquired Watchfire earlier this year.

