



CASE STUDY

Why health and safety equipment company International Safety uses digital signage

INDUSTRY:
Retail

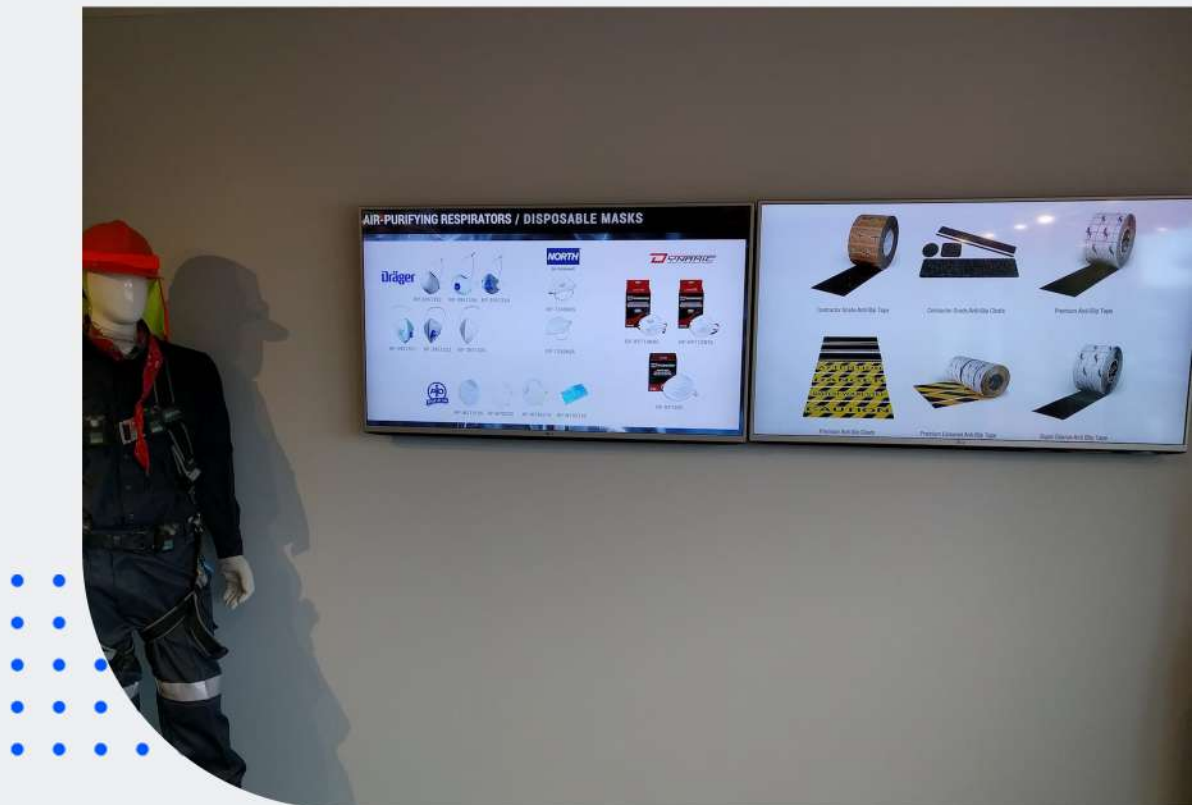
USE CASE:
In-store signage

Challenge:

International Safety works hard to find the most advanced safety solutions from the world's top-level manufacturers.

But, with a huge health and safety equipment offering, they were finding it difficult to showcase their products in a clear, effective way.





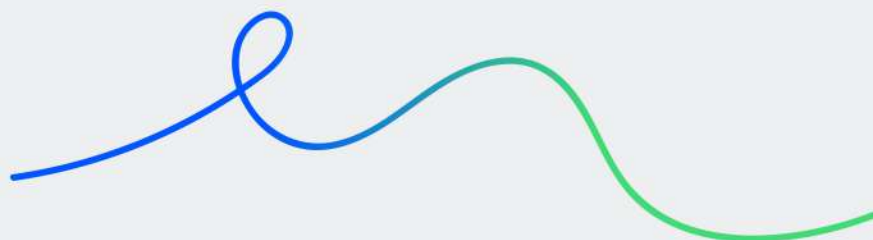
Solution:

To help International Safety better promote their products, Screenfluence offered them an easy-to-update solution that can regularly feature new products in digital signage.

We placed showroom displays at various key spots to highlight the wide variety of health and safety equipment on offer.

We also wanted to utilize digital signage as an educational tool, so we integrated safety and instructional videos in the display playlists to help enhance customer experience.

International Safety now seamlessly runs a large network of displays across their showroom – all remotely from one location.



Digital Signage Benefits for Retail Stores:



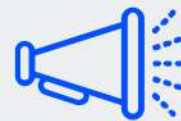
Make more products available to display



Increase purchasing decisions



Showcase products use cases



Share promo and sales information and news

International Safety is a privately owned Canadian company that specializes in the distribution of health and safety equipment.



About Screenfluence:

Screenfluence is a proprietary cloud based Digital Signage Content Management Software. We provide businesses with the ability to remotely manage and showcase their digital content on any display.



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