

Cloud-based digital signage platform for manufacturing business in Leeds

Lawcris Panel Products introduce multi-screen cloud-driven digital signage.



Customer: Lawcris Panel Products
Location: Leeds, West Yorkshire
System installed: CleverLive digital signage platform and PICO XI media players



Overview

Formed in the 1980s, Lawcris have gone from strength to strength with over 200 employees, operating out of 4 units, totalling over 200,000 sq ft. Situated within what is regarded as one of Leeds' prime industrial warehouse locations, their 24-hour site, in-house logistics and transport department with a fleet of 40+ vehicles provide a first class service.

With a turnover of over £100 million, they lead the field in wood-based panel products, laminates and edgings. Complementing their panel products division, they have heavily invested into the latest machining technology and bonding services, providing a rapid press, cut, edge and machine service.

Key outcomes

- Cloud-based digital signage software platform
- Deploy and manage content from anywhere
- Multi-screen management and grouping
- Free-to-use signage with no subscription fees
- Simple user-friendly interface
- Multi-user account management
- Drag and drop content editor
- Custom or pre-designed templates
- Real time changes or advanced content scheduling

The challenge

Having invested heavily in the latest machining technology and logistics, Lawcris had aspirations of making their Knowsthorpe Gate site more digitally focused with further technological investments. Although they already had content to share, they

lacked an effective cloud-based method for displaying and distributing it across their site.

Lawcris approached Primary Technology looking for a solution that would support various screen types and a full range of use cases, that could be updated remotely. Prior to implementing CleverLive, Lawcris were using noticeboards for internal communications.



The solution

Primary Technology have provided CleverLive to organisations with great success, and quickly arranged a proof of concept demonstration on the solution with Lawcris stakeholders. CleverLive is a free-to-use, digital signage platform with no subscription fees or maintenance costs. With the ability to manage and deploy content remotely to multiple screens and locations, Primary Technology were confident the CleverLive functionality would meet all their requirements.

Lawcris were impressed with the user-friendly interface and multi-user account management of

CleverLive, allowing internal teams to easily publish content on screens of their choice. To complete the signage offering, Primary Technology recommended the PICO XI media player to support their everyday signage requirements. The PICO XI offers a plug-and-play experience that connects with the CleverLive cloud platform to deliver a management system that can control one or more displays across any number of sites, anywhere in the world.

As part of the initial deployment, Primary Technology sent an installation engineer to site to install the media players, before a short training session was scheduled for Lawcris team members on how to manage the system in-house.

The outcome

The goal of the digital signage project for Lawcris has always been to prioritise digital advancements across their Knowsthorpe Gate site. Following the successful implementation of cloud driven signage, this is now in place across multiple locations including their trade counter, cafeteria, CNC facility and reception area.

After receiving training, the ongoing configuration and future deployments are now handled in-house. The combination of the CleverLive platform and the supplied PICO XI media players provides scalability, allowing Lawcris to add to their signage locations by simply purchasing a new media player. Additionally, the low start up cost with no ongoing subscription fee is a huge benefit to Lawcris, being able to budget for future signage requirements.

Capable of displaying a wide range of media, the digital signage is used to share company news and announcements, such as fundraising events and important health and safety updates. The signage displays present weather reports for Lawcris drivers, embedded news feeds via RSS feeds and video content for staff and customers.

Testimonial

Lawcris see effective communications with both staff and customers as key and working with Primary Technology to implement digital signage has been a game-changer for our internal communication. Using CleverLive, we've already seen positive effects. Primary Technology hit the brief perfectly and delivered exceptional results. Their professionalism and expertise made the process seamless. Highly recommended!

Lauren Barker, Marketing & Design Manager,
Lawcris Panel Products

