

## 5 audio visual display screens installed to enhance the already impressive offices at the manufacturing facility

Instarmac Group plc, was established in 1977 and today products are produced in their UK automated facility and sold to contractors, distributors and stockists worldwide. The site houses state-of-the-art manufacturing processes, distribution, finance, export, sales, marketing and research and development. They sell cement and bitumen based products to 30 different countries, have a 37-strong fleet, employ 173 people and have 6 product brands for highway maintenance solutions, urban regeneration, tiling, flooring and internal finishings.



### Project Description

Instarmac Group plc wanted a communication tool to display information for their customer service team including phone stats, calls-in-waiting and live data, and for their sales & marketing team to display a corporate video, marketing campaigns, product updates and any changes and updates within the business for internal use.



**Sector :** Manufacturing - Construction

**Technology :** Audio Visual

**Systems Installed :** 75", 65" & 55" display screens

**Manufacturing Partner :** Sony & Denon

# Instarmac Group plc

## Dordon, Tamworth

### The solution and installation

The sizeable sales and marketing floor area required an AV system which would display the company information in high definition. A 75" Sony BRAVIA Professional Full HD Colour LED Display was specified (1920 x 1080 pixels).

Installed by two Videonations engineers, the slim, energy-efficient display brings Instarmac Group plc's visual communications to life with superb colour and contrast. With support for HTML5 built in, Sony BRAVIA offers a complete entry-level networked digital signage solution with no extra boxes or player hardware needed with no need for any special training. An additional 65" and x2 55" Sony BRAVIA screens were installed in the same office, and a 55" Sony BRAVIA screen installed in their boardroom for use in their meetings.

Commenting on the digital displays and installation, Darren Gough at Instarmac Group plc said; "During the process, our needs were discussed and although our budget was relatively small there was no pressure or up selling by David and the Videonations team, just a focus on giving us the best solution and service. Without hesitation we would use Videonations again and gladly recommend to any other company."

Videonations also provided a Denon Professional Envoy, a portable battery powered presentation. Instarmac Group plc will use the speaker for exhibitions and in-house events and for product demonstrations on-site. With the Bluetooth connection, they'll also use it for social events such as BBQ's. The 75" screen and audio system was used at Christmas for staff presentations, where they linked to colleagues in Scotland and Ireland.

