



**Canadian manufacturer Canam leveraged digital signage for multilingual internal communication coast-to-coast**



**CANAM**

Canam is a leading Canadian manufacturer across five countries and specializes in manufacturing steel products for buildings and infrastructure.

**How to go from printed internal newspaper to real-time internal updates in offices and plants?**

The company recognized the missing link between their already made communication and their employees in the plant.

**“We were looking for a more instantaneous solution than our printed internal newspaper to communicate”**

Brenda Paquet, Communications Coordinator @Canam

SECTOR

**Manufacturing**

NUMBER OF EMPLOYEES

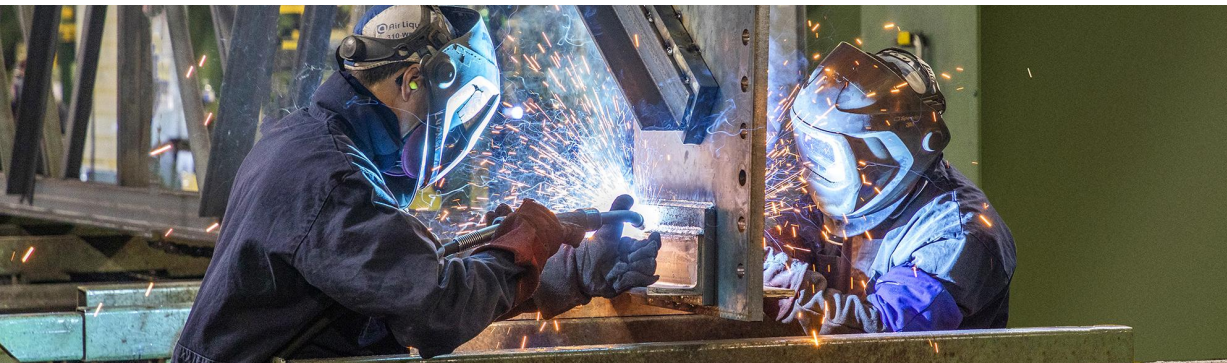
**3500**

HEAD OFFICE

St. Georges, QC, Canada

USE CASE

Internal communication





One of Canam's long-standing communication challenges was reaching their colleagues in the plants. While the office-based employees had **easy access to an intranet**, the plant workers **lacked both the technological resources** and the accounts to connect to communication channels and their LumApps intranet. To bridge this gap, Canam had been using a printed internal newspaper to communicate with all employees, but they were always **on the lookout for a more instantaneous solution**. The company felt that the printed newspaper, which was published every two or three months, conveyed outdated news.

“During our search for a new document management tool, we stumbled upon digital signage and decided to test it in one of our largest plants. The trial proved successful, leading us to **fully embrace digital signage** and to look for the best solution for us”

Brenda Paquet, Communications Coordinator @Canam

## Canam chose Comeen Play, the digital signage platform that integrates Google Workspace and their intranet, LumApps.

Canam chose Comeen Play for **2 main reasons**.

The first one was language management on the platform. As they had numerous plants in Quebec, Canada, as well as in English-speaking Canada and other locations, efficient multilingual management was crucial. Canam wanted to avoid the manual duplication of communications for each location.

“Much of the content can be created just once and shared both on the intranet and on display screens automatically”

Canam also valued the integration with their existing tools, such as the LumApps intranet and Google Workspace, which they used daily. They highlighted the advantage of creating content once in LumApps and to be able to broadcast it automatically in the right language in others locations.

Initially, Canam installed screens in the production facilities where welders and employees had limited time to consume content, typically during their lunch breaks. The screens were strategically placed in cafeterias and break rooms to ensure easy accessibility. More recently, **Canam expanded the deployment of digital signage screens to their facilities spaces.**



## COLLABORATIVE SUITE

Google Workspace

## PRODUCT

Comeen Play

## FAVORITE FEATURE

Language management

## FAVORITE INTEGRATION

LumApps



## How is digital signage seen and used across locations?

Canam leveraged playlists for corporate content like national campaigns, but they also empowered local users in each establishment to **curate relevant content specific to their respective offices**. They broadcast cafeteria menus, announcements of new arrivals and retirements, weather or even traffic.

Canam seamlessly integrated their LumApps, Google Sheets, Google Slides, Youtube videos...using the designer feature; enabling them to customize their screens down to the pixel.

"Not everyone takes a few minutes in the morning to log on to our intranet, but when they go for coffee, **people take a look at what's on the screens**"

Canam's transition from printed internal newspaper to real-time updates with digital signage marks the second **significant milestone in their internal communication journey** after changing their intranet. By leveraging the power of Comeen Play, they overcame the challenges of **reaching their production workers in multiple languages** and effectively connected their diverse workforce coast-to-coast.

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“Comeen Play gives us the opportunity to give the right information to the right person at the right time, not a bunch of information and you have to find the right thing in it. It's a great communication tool for all messages from the company's management but also for things close to the employees on site like tickets to shows or food menus”

**Brenda Paquet**

Communications Coordinator @Canam



**CANAM**



# CANAM

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