



INTRODUCTION: McWANE DUCTILE

McWane Ductile opened its foundry doors for business in Birmingham Alabama in 1921. Manufacturing water distribution and infrastructure products, McWane is focused on producing the highest quality products.

"Excellence in service, product quality, and integrity. Commitment to our customers, employees, and communities for strength, safety, and world class manufacturing." - McWane Mission Statement

Since its launch in Birmingham, McWane has expanded to cover the United States and has acquired some of the oldest cast iron pipe companies in the United States such as Atlantic States Cast Iron Pipe Company and Clow Corporation. McWane produces the finest cast iron pipes that range from 3" to 36" in diameter.



THEIR CHALLENGE

McWane was looking to improve their internal communications. They were interested in showing images of their most recent piping projects as well as safety reminders to their employees. With a large workforce of 900+ employees and locations throughout the United States, McWane also sought to broadcast company announcements in a timely and effective manner.

OUR SOLUTION

We worked with McWane Ductile to create a working template that featured project photos, company announcements, safety alerts and more.

We created branded signage for McWane that featured multiple regions of scrolling information. Most predominately, recent customer project photos are a scrolling feature in the main region. Internal safety reminders and Workforce Content are featured in another area of the signage, reminding workers of safety precautions within the facility. Date, Time, Weather, and an RSS news feed of world news keeps employees up-to-date on current events and local weather conditions.



OUR SERVICE 

Our designers and technical support team members helped implement McWane Ductile's digital signage into their facilities. On-site training was conducted to ensure customer satisfaction.

We continue to support McWane Ductile through training and tech support. We look forward to a growing partnership as McWane continues to be a top producer of Cast Iron Piping in the USA.

When you're ready to get connected...

- Emergency Messaging
- Workforce Content Signage
- Cloud-based, or on premises
- Directions & Wayfinding

Let us assist you with finding solution for your industry. Better connect today with your employees, customers, and visitors.

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