

Alpacem

SLOVENIJA

The Alpacem Group in Slovenia installed information screens at several of their locations, which are primarily intended to inform employees and have replaced classic notice boards

The Alpacem group in Slovenia (former SALONIT ANHOVO) set up, in cooperation with **G-Digital**, a network of information screens at several of their locations. In addition to Slovenia, the companies of the Alpacem group operate in two other countries, too.

The information on the screens is primarily intended to inform employees about current events in the company and outside it, to raise awareness of the importance of safety at work, and to transmit current information in real-time (graphical display of emissions measurements, RSS news, ...)

Information screens have completely replaced classic notice boards, and they are extremely well received by employees.

G-Digital (<https://g-digital.eu>) is the producer of G-Digital software, a flexible and user-friendly Digital Signage solution that enables users to display marketing, promotional, and informative content designed according to their needs and requirements on any number of screens.



Mrs. Maja Blatnik, director of public relations and marketing in the Alpacem group in Slovenia, says: "Notifying the employees of the Alpacem group via classic notice boards has become an ever-increasing challenge, as we do business in several locations that are quite far from each other. We were never sure if the relevant information was posted on the notice board, if anyone read it at all, and if the old, out-of-date information was removed from the notice board. Not all employees have access to a computer, so notification via the intranet was also not a suitable solution.

The Alpacem Group (<https://alpacem.si>) is a leading Slovenian manufacturer of construction materials and one of the most technologically advanced companies in the construction materials industry in the region. With the production of high-quality cement and concrete and a range of other construction products, it provides solutions for even the most demanding constructions.

With the **G-Digital** solution, we achieved all the set goals. The content on screens can be managed and controlled remotely from one place. This way we can make sure that we only show current information. Employees see the content on the screen on the spot (because the screens are placed in the locations where they spend most of their time) and do not have to stand in front of the notice board. The contents

are more attractive and attracts more attention because they include images and videos. The display of current news (e.g. graphic display of emissions measurements, RSS news, weather forecast, number of days since the last work accident...) is updated automatically in real-time, which of course was not possible with the previous notification method".

Mr. Mitja Curk, head of digitization in the Alpacem group in Slovenia, says: "We are very satisfied with the G-Digital software. G-Digital's experts, in cooperation with our IT experts, installed the program, set it up, and trained users in a very short time. Using the G-Digital software itself is easy and offers many possibilities for the creative design of content displayed on screens. As part of the digitization of the company, this is one of the exemplary projects of how digitization can contribute to more effective information distribution, as well as cost reduction. One person is in charge of content management, but previously for all locations, it was necessary to ensure that the information reached the location, that someone printed it, put it on the notice board, and withdrew it when it was no longer relevant. A big advantage of digitization is also the display of content in real-time, for example, the graphic display of discharges, which is important information in our business. Additional savings also result from lower consumption of paper for printing and lower consumption of electricity, as computers and screens are set to turn off when the business unit is not operating".



Dr. Tomaž Vuk, President of the Management Board (CEO) of Alpacem in Slovenia, says:

"With the digitalization of internal information in Alpacem group, we are pursuing the goals set: digitalization, timely and accurate sharing information to employees, which increases their satisfaction and loyalty to the company, while at the same time promoting concern for safety at work.

Also, as part of this project, we set up two screens in public places in the municipality of Kanal ob Soča, where citizens, including many company retirees, can follow current news from the company and a graphic display of emissions measurements".



Mrs. Lucija Benko, General Manager of G-Digital says:

"We are pleased that we got the opportunity to establish an internal information solution with the help of G-Digital software in the Alpacem group in Slovenia. We were positively surprised by the approach of the management of the Alpacem group, which, with clear requirements and a clear concept, made it possible to set up the entire system quickly.

G-Digital has once again proven itself as a flexible and stable software. G-Digital is a very easy and intuitive environment for users. The result is attractive and aesthetically designed content on the screens, and we are especially pleased that both the management of the Alpacem group in Slovenia and their employees are satisfied with the solution".