



## **Cole's Salon Engages Clients with Real-time Digital Signage Messaging Thanks to BLM Technologies**

*The right combination of expertise and technology allows the salon to instantly change digital signage across multiple locations.*

Minneapolis, Minn. – July 25, 2017 – BLM Technologies, a leading single-source provider of digital signage and information technology services and hardware, today released a new case study demonstrating its end-to-end value in addressing the individual needs of its customers.

Cole's Salon is a growing luxury brand in the Minneapolis-St. Paul market with five locations. In the competitive hair services and products industry, reaching clients with current, relevant, and valuable promotional content is critical. No one recognized this more than Melissa Hanson, Chief Operating Officer at Cole's Salon.

The company had been struggling with outdated technology that included sending DVDs to their individual salons every time they wanted to make a change to their digital signage display. Predictably, this resulted in promotional delays and inconsistent messaging across their salon network. Notes Hanson, "Just changing one simple ad was extremely time intensive and difficult for our team. Our locations are incredibly busy and time spent solving signage issues meant time not spent serving our clients."

Digital signage is one of the most modern ways to deliver dynamic content that includes branding, marketing messaging, promotions, entertainment, and information to retail customers in any environment. However, for many businesses, piecing together the component parts to make a full digital signage solution is not only cumbersome, but rarely very successful – as was the case for Cole's Salon.

Enter BLM Technologies; a single source and trusted advisor that could service all of Cole's requirements. BLM earned Cole's business based on its ability to quickly assess the needs of the salon and draw on their vast network of technology partners to quickly deliver a complete, turn-key digital signage solution.

"What sets BLM Technologies apart is the deep knowledge of our customers and ability to leverage our partner relationships to deliver exactly what our clients need. Our engagement with Cole's demonstrates BLM's ability to quickly translate the right technology into a meaningful return on investment for our clients", comments Kevin Flaherty, President and CEO of BLM Technologies.

"The right digital signage solution allows a business to deliver dynamic content and branded messages from one central location," adds Debbie Schwake, VP of Marketing at BLM Technologies. "You can be assured your messaging is consistent, timely, and most importantly, delivers the quality your customers have come to expect from your brand."

The solution for Cole's Salon included upgrading the media players (the hardware driving their digital signage) in all locations along with a media player within the marketing group to serve as a centralized hub for distributing sanctioned digital content. Today new offers, product promotions, events, and other advertising can be instantly and economically shared across the five salon locations via a cloud software solution.



“We’ve seen a huge improvement in the time it takes to create our materials and then get them to the displays,” said Hanson. “It is so much easier to share promotions with our clients – and our staff is excited to have the extra support in increasing their retail and salon service sales.”

Given Cole’s heavy usage of the solution, BLM services included securing favorable warranties on the technologies installed. Based on the experience and outcomes, Hanson has found in BLM a full-service solutions provider. “We are very excited about working together on future projects.”

Beyond digital signage, BLM Technologies supports retail environments like Cole’s Salon with a variety of technology products and services, including financial transaction and payment systems.

More information on BLM Technologies and a case study on Cole’s Salon is available online: [Coles Salon Case Study](#).

### **About BLM Technologies**

BLM Technologies, Inc. solves technology and automation challenges by providing end-to-end solutions in payment and transaction, digital signage, onsite repairs, Maintenance Repair Center service, IT Outsourcing, and project management services. By applying 40 years of technical expertise and a consultative, vendor-neutral approach, BLM serves thousands of customers in the US by packaging hardware and services to provide turnkey, end-to-end technology solutions for customers across multiple industries including financial, retail, restaurant, education, healthcare, and government.

A proven single-source provider of technology products and services, BLM Technologies partners with the top manufacturers in the technology industry to offer customers the newest and most innovative technology solutions available. Headquartered in Minneapolis, MN, BLM Technologies has three additional facilities strategically located in Virginia, Missouri, and California to serve IT and repair customers quickly and conveniently.

Learn more at [blmtechnology.com](http://blmtechnology.com) and follow us on Twitter [@blmtechnology](#) and [LinkedIn](#).

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