



Digital signage improves employee experience



COMPANY & CHALLENGE

In 2022, it produced 44,700 tonnes of biscuits, 29.4 million festive cakes and 2,800 tonnes of wafers. We are talking about Balocco, which, with a production area of 75,000 square meters and 10 highly automated production lines, now has one of the most modern and efficient factories in Europe. Its sweet products are distributed in over 70 countries in Europe, the Far East, Australia, America and the Middle East.

The history of Balocco is made up of tradition and innovation and is focused on people's health and well-being and environmental sustainability: the production site in Fossano and the logistics hub in Trinità, in the province of Cuneo, have photovoltaic systems that allow the company to produce part of the electricity used autonomously, with the remainder coming from other renewable sources.

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FABIO BOZZOLO
HEAD OF IT INFRASTRUCTURE BALOCCO



ROLE OF INNOVATION

"At Balocco," explains Fabio Bozzolo, IT infrastructure manager, "innovation is at the heart of many activities and has been moving ahead at an increasingly fast pace over recent years. Information technology is an integral part of production, especially with a view to Industry 4.0 with technologies ranging from IoT to robotics and AI".

OBJECTIVES

Contrary to what one might think, technology does not mean fewer jobs for people: indeed, more than 400 people work in the production plant.

"Production is divided into shifts that are notified weekly to workers" explains Ivan Borello, Head of the Planning Department. "Up until a short time ago, we used paper sheets placed in the cafeteria that were consulted by staff to look up their shifts. This means of notification had a number of shortcomings since the sheets were large and unwieldy; to be able to contain all the information we had to use very small fonts, and at certain times of the year the list was extremely long. So we thought of finding an alternative solution, and Ricoh Italy came to our aid."

SOLUTION

Ricoh Italy and its partner Voome created a communication system using a 65-inch touch screen connected to a media player for content management. "This Digital Signage system," continued Ivan Borello, "is able to 'read' the Excel file with the shifts and publish it in a clear and attractive graphic layout. Right from the start user feedback was extremely positive. Everybody was happy because it was now quick and easy to look up shifts."

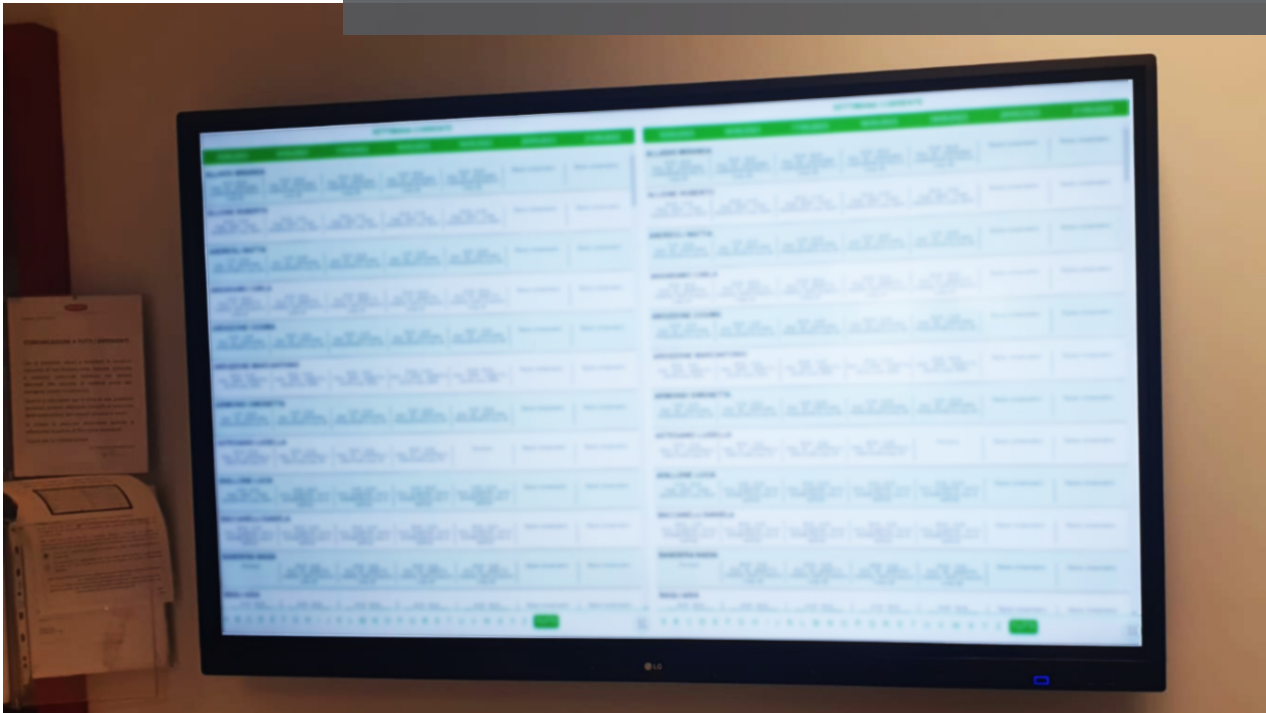
The platform is integrated and modular so it is ideal for implementing scalable projects. "The next step," added Fabio Bozzolo, "will be to use Digital Signage as a tool for internal communication by providing useful information and content for employees, in addition to details of their shifts. The Digital Signage platform is highly intuitive so our colleagues in the communication department will produce and manage the publication."

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IVAN BORELLO
HEAD OF PLANNING

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A GROWING RELATIONSHIP

Digital Signage is just one of the projects developed by Ricoh Italy for Balocco.

Previously, the Piedmont-based company had asked to Ricoh to innovate its printing area and create:

- a conference room with a big screen, professional video projector, sound system, microphones, and a mobile camera for filming speakers or the audience;
- a meeting room with a large display, sound system and communication and collaboration solutions.

“When the need for Digital Signage arose”, says Fabio Bozzolo, “I immediately thought of Ricoh, which, in addition to technological innovation has provided us with its expertise and quick and effective assistance over the years. Ricoh professionals are always to hand and that’s not something to be taken for granted. In addition, Ricoh really empathises with our needs, and this guarantees tailor-made solutions to improve the way we work in practical terms.”

ABOUT RICOH

Ricoh is a leading provider of integrated digital services and print and imaging solutions designed to support digital transformation of workplaces, workspaces and optimise business performance.

Headquartered in Tokyo, Ricoh's global operation reaches customers in approximately 200 countries and regions, supported by cultivated knowledge, technologies, and organisational capabilities nurtured over its 85-year history. In the financial year ended March 2023, Ricoh Group had worldwide sales of 2,134 billion yen (approx. 16.0 billion USD).

It is Ricoh's mission and vision to empower individuals to find Fulfillment through Work by understanding and transforming how people work so we can unleash their potential and creativity to realise a sustainable future.