

Plieger set out to simplify and strengthen communication across its nationwide network. With a strong focus on Digital Signage, supported by Room Booking and Visitor Management, Plieger now delivers clear, consistent communication at scale while improving daily workflows for employees.



## THE CHALLENGE

With more than 80 branches across the Netherlands, Plieger faced a complex communication landscape. Content needed to be relevant at both national and regional level, while remaining clear and easy to manage.

At the same time, the organisation wanted to improve the flow through its head office. From welcoming visitors to guiding them into booked meeting rooms, the experience needed to feel smooth and professional. Existing processes lacked structure and flexibility. Managing screens, distributing content, and coordinating communication across locations required significant effort and offered limited control.

Plieger needed a solution that could centralise content, simplify workflows, and remain easy to use for teams across the business.



# PLIEGER

# THE SOLUTION

Digital Signage became the core of the solution. It allows Plieger to manage and distribute content centrally, while still tailoring messaging to regional needs. Room Booking and Visitor Management were added to create a seamless workplace journey. Together with [Comcross](#), Plieger selected GoBright as the foundation for its smart workplace environment. Implementation was fast and carefully managed. Around 80 screens were replaced nationwide, often within just two hours per location, without interrupting live content.

*“Together with Comcross, we found a way to present our content nationally in a structured and accessible way. GoBright was the right fit.”* Boaz Kalkman, Marketing, Plieger

**“THE SOFTWARE IS VERY ACCESSIBLE. PEOPLE CAN PUT CONTENT LIVE IN JUST A FEW CLICKS. IT WORKS BEYOND EXPECTATIONS.”**

Boaz Kalkman, Plieger

# THE RESULT

GoBright now supports the Smart Office Solutions across Plieger’s locations with minimal effort and maximum clarity. Content management is faster and more structured. Teams can publish updates within minutes, without technical barriers. The intuitive interface ensures quick adoption across the organisation.

At head office, the visitor journey has improved significantly. Guests check in with [GoBright’s Visitor Management System](#), hosts instantly receive notifications, and meetings start without delays with the [Room Booking Solution](#). Behind the scenes, the IT setup ensures stable performance. A dedicated network structure supports smooth communication between devices and the GoBright platform.

*“It’s simple to start using. I would definitely recommend GoBright.”* Ronald Brekelmans, Plieger

Comcross adds an extra layer of assurance through proactive monitoring and support.

*“We often resolve issues before the client even notices them.”* Leendert Loueter, Comcross



Read the Customer Case online at: <https://gobright.com/cases/plieger-digital-signage/>