



MEDIA RELEASE

CT Department of Labor *Communications Office*
Sharon M. Palmer, Commissioner

Get the Message Out: Nov. 18 CONN-OSHA Employer Roundtable Details Advantages of Digital Signage

WETHERSFIELD, November 10, 2014 – Digital signs are a great way of getting the word out and effectively communicating what your company has to offer. This type of computer-generated advertising displayed on monitors throughout the workplace is becoming quite popular.

Jude Carter, vice president of marketing, and David Gottschalk, regional manager, both from The Marlin Company – a workplace digital signage system manufacturer located in Wallingford– will be the guest speakers during the November 18 Breakfast Roundtable discussion sponsored by the Connecticut Department of Labor’s Division of Occupational Safety and Health (CONN-OSHA). They’ll be talking about their digital signage product and their experiences serving customers using it during a session titled, “Strategies for Digital Signage in Manufacturing.” Running from 8:15 to 9:45 a.m., the session will be held at the agency’s Central Office at 200 Folly Brook Boulevard, Wethersfield.

“The Marlin Company has been developing innovative technologies and content for reaching workers for more than a century now,” explains John Able, CONN-OSHA Occupational Safety Training Specialist and CONN-OSHA Breakfast Roundtable project coordinator. “The business world is constantly changing. Visual communication has become a powerful tool and is used to engage an audience and communicate a company’s objectives. Jude and David’s presentation is based on Marlin’s digital experience with thousands of companies. Participants will gain an understanding of how to use digital advertising in their own businesses.”

According to Able, admission to the breakfast is free, but pre-registration is required. Please contact John Able at able.john@dol.gov to register for the breakfast roundtable or for additional information.

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