

LIONSHEAD SPECIALTY TIRE & WHEEL



CASE STUDY IN DIGITAL SIGNAGE

FROM CHALLENGES TO SOLUTIONS

Lionshead Specialty Tire & Wheel needed a way to maintain a consistent brand message and company culture across multiple U.S. locations. To solve this, they implemented a centrally managed digital signage system that unified internal communication, reinforced branding, and kept employees connected and engaged—no matter where they worked.

THE CHALLENGES

- Managing Consistent Brand Messaging Throughout a Growing Footprint
- Fostering a Strong Culture Among Multiple Facilities
- Maintaining Cohesive Internal Communication
- Facilitating Employee Recognition Efforts

STRATEGIC RESPONSE

- Central Remote Management of Commercial Displays at Each Facility
- Real Time Content Management
- Scalable, Reliable System to Enhance Internal Communication
- Reinforcement of Corporate Brand and Culture

RESULT

The digital signage system transformed internal communication across all Lionshead facilities, creating a faster, more unified, and more impactful way to connect with employees.

By centralizing content management at the Corporate Office, Lionshead eliminated the confusion and delays of inconsistent messaging.

Now, every team—no matter the location—receives real-time updates, consistent branding, and visible recognition. The result is a more connected workforce, a stronger culture, and a company united around shared values and purpose.

CONCLUSION

This project proves how smart, intentional AV integration can turn a widespread communication challenge into a lasting strategic asset. As Lionshead continues to expand, their digital signage network will remain a vital foundation—keeping teams informed, aligned, and engaged across every location. It's more than technology; it's a tool for connection, culture, and long-term success.



TESTIMONIAL

"We chose Focus A/V because we value our brand and needed a consistent way to share our story across four sister companies and ten facilities nationwide. Focus A/V installed more than 20 "Employee and Community Boards" to ensure that our teams felt connected and had access to the same information each week.

The digital signage became a valuable tool for recognizing our employees and showing appreciation for their contributions. The boards bring our team closer together and often serve as gathering points within our facilities to celebrate successes and milestones."

Joe Tinervia
National Property Development Manager
Lionshead Specialty Tire & Wheel

CLIENT BACKGROUND

Lionshead Specialty Tire & Wheel, LLC was established in 1993 and is a contract manufacturer of trailer components including tires, wheels and specialty running gear accessories. A privately held and family-owned business, headquartered in Goshen, Indiana, Lionshead owns and operates 325,000 square feet of industrial space with facilities in Indiana, Idaho, Texas, and North Carolina.

FOCUS AV BRINGS YOUR PEOPLE TOGETHER WITH IMPACTFUL SOLUTIONS

At Focus Audio Visual, we deliver cutting-edge A/V solutions that make communication clear, connection easy, and collaboration seamless.

- ✓ Tailored A/V design
- ✓ Professional, seamless installation
- ✓ Integrated Teams meeting rooms
- ✓ Ongoing support

From classrooms to boardrooms, worship spaces to municipal buildings—we help you engage, inspire, and succeed.