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# The Briefing Room

## **STRANDVISION DIGITAL SIGNAGE REACHES THROUGH FOR SHELTON WINNELSON**

Plumbing and heating wholesaler Shelton Winnelson, a member of the WinWholesale group of companies, has installed a digital signage system from StrandVision to inform customers of price specials, events, and training seminars.

“One of the biggest challenges in wholesaling is communicating with our customers,” says Prisco Panza, Shelton Winnelson president. “We offer a lot of services that our customers are aware of and use.” ...

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