

## CASE STUDY

# Making a Splash: Boards & More Goes Digital with Videri

# BOARDS & MORE GROUP

## The Customer

Boards & More is a leading innovator in water sports and bike equipment, specializing in kiteboarding, windsurfing and other high-energy sports. With multiple brands under its umbrella, including Duotone, ION, SQLab and WOO, the company has a global presence with a mix of branded and partner stores across 2000 retailers in 105 countries. Boards & More is known for its dynamic marketing approach, hosting events worldwide and maintaining a strong connection with its audience through immersive brand experiences.

The company designs and delivers products in the sports areas of stand up paddleboarding and mountain biking and is the world's leading company in the fields of kiteboarding, windsurfing and wing & foiling.



## The Challenge

Boards & More sought a seamless, scalable digital signage solution that could enhance their in-store brand storytelling without disrupting their premium aesthetic.

Traditional digital signage solutions were often bulky, complex, and challenging to implement across multiple store formats. They needed a solution that was visually impactful, easy to deploy, and capable of delivering dynamic content across different retail environments.



## The Solution

After an initial test run with a few Videri Digital Canvases, Boards & More quickly recognized the value of the solution. The combination of Videri's sleek, tamper-proof displays and intuitive content management platform provided them with the flexibility and ease of use they needed.

- **Seamless Aesthetic**

The slim, elegant design of Videri's Digital Canvases blended perfectly into their retail spaces, ensuring a premium look without the intrusion of bulky hardware.

- **Effortless Content Management**

With Videri's cloud-based platform, Boards & More could effortlessly push updates, promotional content, and event highlights to all locations in real time.

- **Scalability & Expansion**

After a successful launch with 68 Canvases, the company quickly expanded its deployment by ordering another 42 units to further enhance their stores across Europe, Canada, and the U.S.

# SEAMLESS SCREENS. ELEVATED STORYTELLING. GLOBAL SCALE.

## Looking Ahead

Boards & More continue to lead the industry with digital by offering Videri across their labels; with brands like SQLab quickly adopting the Canvas and platform for their businesses. Boards & More continues to embrace digital innovation and sees Videri Digital Canvases as a key component of their in-store engagement strategy. As they expand their reach and host more global events, the ability to effortlessly communicate brand stories and promotions through digital will remain a cornerstone of their retail and marketing approach.

## ROI/Benefits

**Enhanced Customer Engagement:** The introduction of Videri Digital Canvases transformed Boards & More's retail experience, allowing them to showcase high-impact visuals, live event footage, and brand stories in a way that resonates deeply with customers.

**Operational Efficiency:** The ability to update digital content remotely eliminated the hassle of static print updates, reducing marketing costs and improving agility.

**Positive Brand Reception:** Boards & More has been highly satisfied with the solution, citing its seamless integration and the elevated in-store experience it provides.

*"The Videri Canvases have allowed us to bring our brand to life in ways we never imagined. They seamlessly fit our stores, elevate our customer experience, and provide us with the agility we need to stay ahead."*

**Marc-Kevin Scholz,**  
Marketing Manager,  
Duotone



*"Boards & More exemplifies what's possible when great brand storytelling meets the right technology. At Videri, we're proud to help them deliver dynamic, high-impact content across their retail network - at scale."*

**Pascal van Domburg,**  
Alliance Director -  
Europe, Videri Inc.

## Trusted by the world's largest brands.



Founded in 2013, Videri is an end-to-end digital display platform that enables marketers and businesses everywhere to create impactful experiences at the point of decision. With more than 100,000 Videri Digital Canvases deployed across more than 80 countries, Videri powers the digital content of some of the world's largest global brands at scale.