



Customer Case Study

Lorain County JVS Transforms Campus Visibility with New Digital Sign



OVERVIEW & CHALLENGES

Lorain County JVS is the county's only career center, currently serving more than 1,400 students across 13 school districts. With over 50 years of experience in workforce education, the school's 30-year-old sign no longer reflected its modern, technology-driven mission.

Positioned at a busy intersection, the outdated sign lacked visibility, modern digital capabilities, and alignment with the innovation happening inside. As a state-funded entity, the school must adhere to strict purchasing guidelines for large projects, such as signage. While these processes ensure accountability, they can also limit vendor choice and, at times, result in lower-quality products.



SOLUTIONS

Brady Signs partnered with Equalis Group, a national cooperative purchasing organization, to provide Lorain County JVS with a compliant and efficient procurement process that did not sacrifice quality, allowing the school to work with its preferred vendor.

The result was a custom double-sided digital pylon sign that embodies the school's forward-thinking mission and provides powerful communication tools for staff and administration. The vertical digital component of the sign is eye-catching and unique, doubling down on the school's technology-first mission.

KEY FEATURES

- **Full-color digital display** for announcements, alerts, and event promotion
- **Remote software access** to update messages from anywhere
- **Bold, modern design** that commands attention at a busy intersection
- **Fabricated in the United States** with durable, weather-tested materials
- **End-to-end project support**, including permitting, legal coordination, and installation

SIGN SPECS

- **Manufacturer:** Watchfire
- **Pixel Pitch:** 8mm
- **Viewing Area:** 15' H x 9' L



The lowest price doesn't always mean that it's the best product, best value, or best return on investment. But we have a fiscal responsibility as we are using public dollars. Using the Equalis contract allowed us to work with our preferred vendor, Brady Signs, in a compliant way.

JERRY PAVLIK

Deputy Superintendent, Lorain County JVS

RESULTS & IMPACT

Modern, Tech-Forward Image

The new digital sign showcases the school's commitment to innovation and technology.

Effortless Communication

Staff can easily update and schedule messages to reach their target audience in real-time.

Enhanced Visibility & Engagement

A bold, high-visibility display captures attention and boosts community engagement.

Smart, Future-Ready Investment

Cooperative purchasing streamlined the process and delivered a durable, low-maintenance solution built to last.

"From healthcare and law enforcement to cosmetology and automotive, every career path here embraces technology. As a career center, we weave it into everything we do—and our digital sign reflects that commitment. We loved the unique vertical design Brady Signs created. It wasn't the standard look; it was something fresh and different, exactly what we were after."

JERRY PAVLIK

Deputy Superintendent, Lorain County JVS