

# ListenTALK

Blue Buffalo intends to continue using ListenTALK for executive and other VIP tours, including family and school tours at the Heartland facility.

## Blue Buffalo

**Blue Buffalo is the nation's leading natural pet food company, providing natural foods and treats for dogs and cats.** Blue Buffalo's Heartland Pet Food Manufacturing complex in Richmond, Indiana, includes a state-of-the-art pet food manufacturing plant, an R&D facility and an attached warehouse.

***"We wanted to provide an immersive experience. To help executives understand what the manufacturing process is really like, we invited them to don hard hats and steel-toed boots and needed a communication system that would complement this approach and help keep them in the moment."***

**ADAM WILSON,  
IT INFRASTRUCTURE  
ENGINEER**



### PROBLEM

Blue Buffalo executives from across the United States visited the Heartland Pet Food Manufacturing complex on a monthly basis to participate in tours and monitor progress of the facility's construction as well as the food production process. The IT infrastructure engineer wanted to capture the executive's attention and keep their focus while they toured the complex.



### SOLUTION

Blue Buffalo selected 18 ListenTALK transceivers, 18 headsets featuring a built-in boom mic and dual, over-the-ear speakers that reduce external noise, and a docking station that makes it easy to charge, store and program ListenTALK transceivers and headsets. The ListenTALK system and wrap-around headset provided the immersive experience Wilson sought for executives touring the facility. *"The ListenTALK system really let us create a point of focus and capture executives' attention during tours. The headphones helped block out distractions and enabled tour participants to hear speakers clearly."*



### RESULT

- Enhanced the tour experience
- Ensured clear communication
- Easy to use



Go to <https://www.listentalk.com> to get a quick quote today!





## ListenTALK

ListenTALK features a sleek, wireless, pocket-sized device that acts as a transmitter and receiver (a transceiver) and makes it easy for groups of two or more people to listen and talk with the push of a button. The product is ideal for manufacturing plants and factories, warehouses and other facilities where noise from machinery and ventilation systems can make it difficult to hear what others are saying.

