

A digital transformation journey with a colorful touch



IsiScreen

J&Co
Restaurant chain with unique, colorful & personalized burgers

Location
Norway

Industry
Restaurant

Number of screens
8

About J&Co

J&Co is a prominent restaurant chain in Norway, renowned for its fantastic burgers and distinctive appearance. With a passion for quality and a desire to create an unforgettable dining experience, J&Co has introduced an innovative twist to the classic burger—with buns colored green, red, and black.

This concept, combined with their focus on Norwegian quality ingredients, makes every visit an experience.

The challenge

Wiktorja Klich, J&Co's Head of Marketing, shares the journey toward finding a balance between retaining the restaurant's charm and stepping into the digital age.

"Our vision was clear; we wanted to innovate and simplify without losing our unique expression. Introducing digital screens was a big step towards becoming more modern and relevant."



A partnership with PLAYipp and IsiScreen

The path forward became clear when J&Co decided to collaborate with PLAYipp and its partner IsiScreen. IsiScreen proved to be the perfect partner for the mission, not only due to their technical expertise but also their ability to understand and adapt to J&Co's specific needs.

Wiktorja expresses her appreciation: "IsiScreen understood exactly what we needed. Their commitment from start to finish has been crucial for us. They are now more than just a supplier; they are like part of our team."





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Improved customer experience and increased sales

The effect of implementing digital screens has been immediate and beyond expectations. The screens have not only modernized the appearance of the restaurants but also played a significant role in attracting customers.

“The screens have become a magnet for both new and returning guests. Passersby are drawn in by our colorful menu and current offers, which has definitely driven our sales upward,” reflects Wiktoria.

An unexpected, but welcome effect was also how the screens improved communication inside the restaurants: “Displaying on the screens when the food is ready, without having to shout out orders, has really changed the ambiance in the restaurants. It creates a calmer and more enjoyable atmosphere for our customers.”

The future

Looking ahead, J&Co is ready to expand, with each new restaurant equipped with digital screens from PLAYipp® and support from IsiScreen.

“This is just the beginning. We see a future where we continue to grow and evolve together with PLAYipp® and IsiScreen. We are more than satisfied with what we’ve achieved and look forward to the next chapter in our story,” concludes Wiktoria with a smile.

“We have been able to create a more dynamic and inviting atmosphere in our restaurants, which has led to increased sales and customer satisfaction.”

Wiktoria Klich,
Head of Marketing,
J&Co

