

# LANSING BUILDING PRODUCTS: ENGAGING THE WHOLE TEAM

How LansingHUB transformed  
communication and reinforced  
recognition for its workforce



# About Lansing Building Products

Lansing Building Products has been providing exterior building materials to professional contractors for over 70 years. Driven by the values of **Respect, Service, and Excellence**, the third-generation family-led business believes people make the difference.

Lansing faced big change coming out of 2020. The challenges brought by COVID-19, as well as big growth driven by their acquisition of the distribution arm of Harvey Building Products. This expanded its reach to 35 states. The company faced a critical challenge: keeping its associates (employees) across 114 branches, three production centers, and two Home Offices, connected to their Mission and culture.

Lansing hired **Wes McElroy** to lead Internal Communications in early 2022, with the focus of getting “the water to the end of the row”, in short, making sure every associate could receive direct communication.

Partnering with Staffbase in 2023, Lansing launched **LansingHUB** — a centralized communication and engagement platform that now connects every associate, drives culture, and strengthens recognition company-wide.

“**People make the difference at Lansing; therefore, it is important that every associate feels connected and informed. They build lasting relationships with each other, our customers, and partners who help advance Lansing’s business. The LansingHUB is an outstanding resource for communicating clearly and engaging the whole Lansing team with updates, our guiding principles, and new resources, helping us to deliver the best service to our customers.**”



**Hunter Lansing,**  
President & Chief Executive Officer

## The challenge: Bridging the communication gap

Lansing Building Products' purpose is to make a positive impact in the lives of others. Before LansingHUB, the Lansing communication team relied primarily on email and managers relaying information in weekly branch or department meetings to reach its workforce. Over half of Lansing's workforce are Warehouse Associates and Drivers without company email access,

leaving many disconnected from key updates, recognition, and company-wide initiatives.

### Goals:

- **Reach and engage** non-desk associates.
- Further strengthen a **unified cultural experience** across all locations.
- Centralize **communication, recognition, and leadership updates** in one accessible space.
- Provide an avenue for associates to participate and contribute ideas to the Lansing Innovate initiative.



# The solution: Launching LansingHUB

After evaluating multiple platforms, the team at Lansing selected Staffbase for its mobile-first design, ease of use, and ability to reach every associate. Introduced as **The LansingHUB**, the platform quickly became the company's go-to source for:

- **Company updates** and communication from company leadership as well as local leadership.
- **Recognition programs** tied to Lansing's values.
- **Innovation submissions** and idea sharing.
- **Community spaces**, including "The Family Room" for branch stories and celebrations.



**Wes McElroy,**  
Communications Manager

“*The team at Staffbase is exceptional to work with over our three year relationship. Staffbase has helped us make LansingHUB a success. Their team is forward-thinking, responsive, and they provide excellent customer service.*”



The result is an impressive

**97%**

adoption rate,

helping connect associates who had previously been hard to reach.

# Key successes

## Innovation that impacts safety and increases sales

The team at Lansing recognized that innovation can generate ideas that deliver greater value to its customers.

Through the **Lansing Innovate program**, associates submit ideas to improve the associate and customer experience. With LansingHUB, Home Office departments receive submissions directly from the frontline. Two recent winning ideas, both implemented company-wide, have driven real results:

- A **digital accident-response** card improving safety and communications by outlining steps after a vehicle incident.
- A **new e-commerce checkbox** helps track customer participation in Lansing's rewards programs, boosting customer growth and retention.

Both ideas delivered measurable impact: **increasing sales** through customer growth and **reducing costly errors** following a vehicle incident. This program also reinforces that Lansing listens and acts on associate input. Lansing Innovate rewards quarterly winners and a Lansing Innovator of the Year is named at the company's National Sales Meeting in January.

**“Innovation can save time and money, and strengthen culture. Ideas can come from anywhere at Lansing, often from associates who are closest to the work day in and day out. Frequently, it's small ideas or improvements that spark innovation.”**

— Billy Mosby, Executive Vice President & Chief Operations Officer



**increasing sales**  
through customer  
growth



**reducing costly  
errors** following  
a vehicle incident



## 97% sign-up rate and sustained engagement

From launch, LansingHUB became the heart of Lansing's internal communications.

- The weekly newsletter delivered through TheHUB, The Lansing Wire, is streamlined for quick reading and consistently ranks among the most-read content. (Average open rate before TheHUB: 230 associates. 2025 average with TheHUB: 1000+ visits a week.)

“*We’ve seen a significant spike in engagement since launching TheHUB; especially around our newsletter and recognition programs.*”

— Wes McElroy, Communications Manager

## Recognition that lives up to company values

Recognition at Lansing is more than a thank you; it's cultural reinforcement. The **TRUE BLUE recognition program** ties associate appreciation to **12 defined behaviors** reflecting the company's core values of **Respect, Service, and Excellence**.

Since moving TRUE BLUE to LansingHUB:

- Submissions increased **6x** from **25/month to approximately 130/month**.
- Each recognized associate receives a personalized physical **TRUE BLUE recognition certificate**, reinforcing appreciation in both digital and tangible ways.
- Through Lansing's new Living TRUE BLUE recognition portal, designed by creative partners Circle S Studio, associate recognitions are highlighted on LansingHUB each week, celebrating success across branches and departments. Associates can like or comment on the online recognitions.



“As the name implies, LansingHUB sits at the center of our effort to recognize others’ good work at Lansing. TheHUB makes it easy for associates to recognize one another for role-modeling our Values and TRUE BLUE Behaviors. Associates genuinely look forward to seeing all the new recognitions on TheHUB every Friday morning. Our recognition volume has grown exponentially since we launched TheHUB – it helps us make each day better on this important aspect of our culture.”

— Mike Walton, Chief Human Resources Officer

## Leadership visibility and authentic connection

TheHUB gives every associate direct access to company leadership, as well as the local leadership at their branch or distribution center.

- CEO Hunter Lansing shares monthly messages through “A Note from Hunter” and quarterly town halls.
- The Lansing Wire prioritizes and shares “3 Things to Know” and “3 Things to Do” weekly for associates.
- Organization and Department announcements are featured in a central location.
- Managers and branch leaders amplify those messages locally in weekly branch or department meetings.
- Leadership participation has increased engagement and transparency at every level.

This increased transparency from leadership builds trust and exemplifies the TRUE BLUE behavior of “communicating clearly.”

## Building culture through connection

TheHUB’s “Family Room” feature lets associates share photos and branch experiences, from anniversary celebrations to volunteer events. These posts are completely unfiltered, reflecting a deep sense of **trust and respect** across the organization.



“The “Family Room” – a place where people can show important life and work moments. It is used by associates to share branch and Lansing Foundation events, but also birthdays, wedding photos, and family moments away from work. Never would I imagine it receiving 75,000 visits in the past year, but it goes to show you the connection of our people.”

— Wes McElroy, Communications Manager

## Strategic takeaways

- **Drive measurable impact**

Associate ideas inspire ongoing innovation and engagement, resulting in measurable impact to the business.

- **Meet associates where they are**

A mobile-first platform ensures equal access for non-desk employees.

- **Celebrate and share**

Recognition strengthens community and reinforces a behavior-based culture.

- **Tie communication to culture**

Recognition and messaging aligned with values foster authenticity.

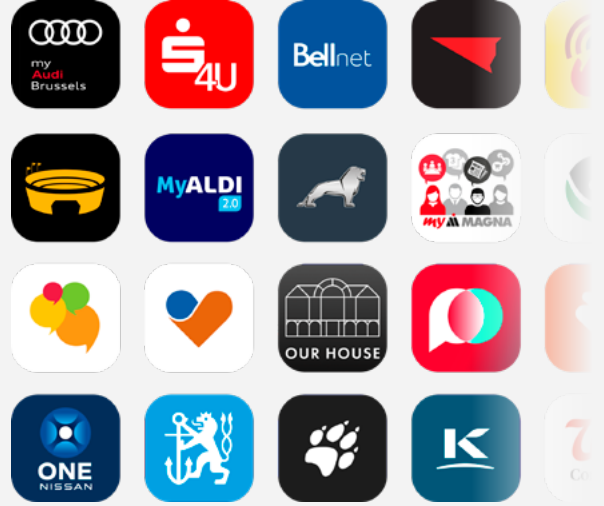
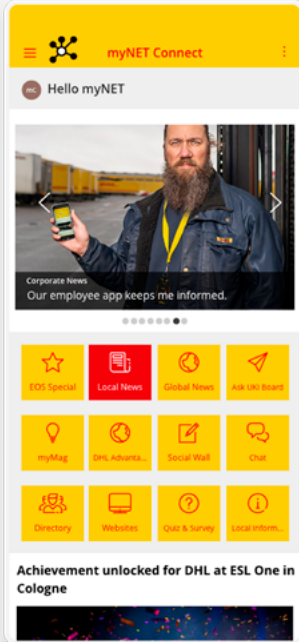
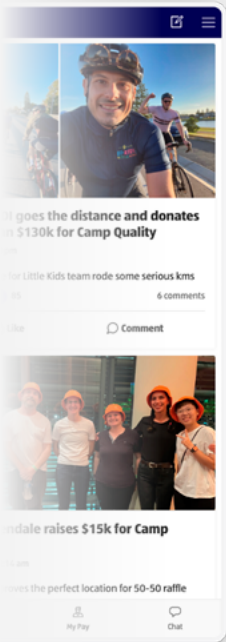




**“Our people are at the heart of everything we do. The HUB enables us to connect, communicate, and celebrate every single day. When we started the TRUE BLUE recognition program, we were happy to receive 25 recognition submissions a month. We’re are now receiving approximately 130 per month.”**

*— Wes McElroy, Communications Manager*

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