



The Power of Custom Signage: Turning Queues and Crowd Control Barriers Into Communication Channels

An inspiration-packed guide to power-up stanchions for wayfinding, branding, and promotion.



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What's Inside

**In this guide,
you'll discover:**

Why Signage Matters:

The impact of messaging in your customers' journey

What the Numbers Say:

Surprising stats that prove the power of custom made signs

How Custom Signage Drives Growth:

The 3 core powers that turn foot traffic into revenue

Real-World Success Stories:

Custom signs and banners in action across industries and applications

The Advantage of an All-in-One Partner:

The benefits of pairing custom signage with a full queuing or barrier solution

Your ROI on Custom Printed Signage:

See what your investment in custom graphics can yield



Rethinking the Role of Queuing and Crowd Control Systems

From big box retailers to convenience stores, hospitality to healthcare, large-scale venues to major transportation hubs—any place where queues form and crowds gather—businesses invest significant time and strategy into keeping lines moving and people safe.

And yet, for all the planning that goes into queue and barrier placement, signage is often treated as an afterthought.

When this happens, businesses miss a powerful opportunity to guide customers clearly, reinforce their brand, and influence decisions at the exact moments that matter most.

Simply put:

**Signage isn't separate.
It's an essential part of the
customer journey.**

This guide explores how custom banners and signs transform queues and crowd control systems into communication channels that do more than organize space. They shape perception, reduce friction, and create opportunities to inform, engage, and convert—right where attention is already focused.

This guide illustrates how custom banners and signs help businesses:



Improve customer flow



Build brand recognition



Boost sales



About Lavi Industries

With almost 50 years expertise designing and implementing queuing and crowd control solutions, Lavi knows how custom signage can shape traffic flow and the customer experience. With complete in-house design and production capabilities, Lavi pairs stanchions, panels, and barriers with custom graphics and messaging to deliver holistic solutions at scale. The result is clear wayfinding, consistent brand standards, and messaging that works at the exact point where decisions are made. Companies around the globe rely on Lavi Industries to turn their queues and barrier systems into pathways that reduce friction and lift conversion.

The Impact of Custom Signs and Banners on the Customer Experience

Signage touches every stage of your customer journey from welcome to wayfinding to winning repeat business. The impact is measurable:

Stronger Impressions

68%

made purchases
Because a sign
caught their eye.¹

¹ FedEx Office Survey: Standout Signs Contribute to Sales

Better Customer Experiences

88%

of customers say
experience is as
important as service.²

² Salesforce Complete Guide to Customer Experience

More Business Growth

12%

average lift in sales,
transactions and profits
from improved signage.³

³ University of Cincinnati, The Economic Value of On-premise Signage

When people know where to go and what to do, they feel more comfortable. Businesses also report less customer frustration, shorter service times, and greater brand loyalty.

Queue signage has come a long way. What once was only “enter” or “exit” has evolved into a system of communication that supports the full customer journey. As spaces become more complex, needs more differentiated, and customer expectations more demanding, there’s a world of custom signage options to consider.

“Helping people access, enjoy, and understand complex places is both an art and a science.”

— Wayne Hunt, SEGD Fellow
and professor at ArtCenter
College of Design

3 Core Powers of Custom Signs and Banners

Wayfinding.

Branding.

Merchandising & Promotion.

From parking lots to entrances, from merchandise aisles to check-out and service booths, from high security areas to potentially hazardous spaces, signage and wayfinding help guide every step of the customer journey.

Understanding your customer's journey, and keeping it at the forefront of your queuing and crowd control strategy, can make all the difference to brand loyalty, customer and employee safety, and greater customer satisfaction.



POWER

01

Wayfinding

We've all experienced it: not knowing where to go, walking around aimlessly, getting into the wrong line. When this happens to your customers, their wasted time amps up their frustration, while their desire to purchase your goods or revisit your business plummets.

Wayfinding signage empowers your customers with confidence.

When your customer glides through their journey with ease, they're more inclined to spend, visit again, and, yes, even act kinder to your staff, which makes the day much nicer for everyone.

Best practice tip: Place directional signage where people can see it. Think about how people move through your space and be sure to have signs and banners that are effective for both up-close and long distance viewing.

For instance, at checkpoints at large-scale venues like concert halls, museums, stadiums, and transportation hubs, a combination of high-visibility overhead and eye-level ground signs ensures all sight lines are covered.

Often, it means placing signs and banners even before a person gets in line. If there are multiple audiences or needs, signage should clearly indicate how lanes are organized.

Wayfinding signage comes in a wide variety of forms:

Best practice tip: Combine sign types for a cohesive and attractive system. “Line Starts Here” signs with directional arrows are just the beginning. Combine Post & Panel signage, overhead banners, and color-coded retractable belts to guide customers clearly through a space and along a queue.

Stanchion-Connected Signs



Overhead Signs



Swing Gates



Post-Top Stanchion Signs



End Cap Signs



Banners



Street Signs



Panel-Top Signage



Rigid Rail Signage



Post & Panel Barriers

Stand-Alone Signs



Directrac



Edge Curve



Edge Tower Signs



Traditional Post Sign Stands



Retractable Belt Safety Barriers

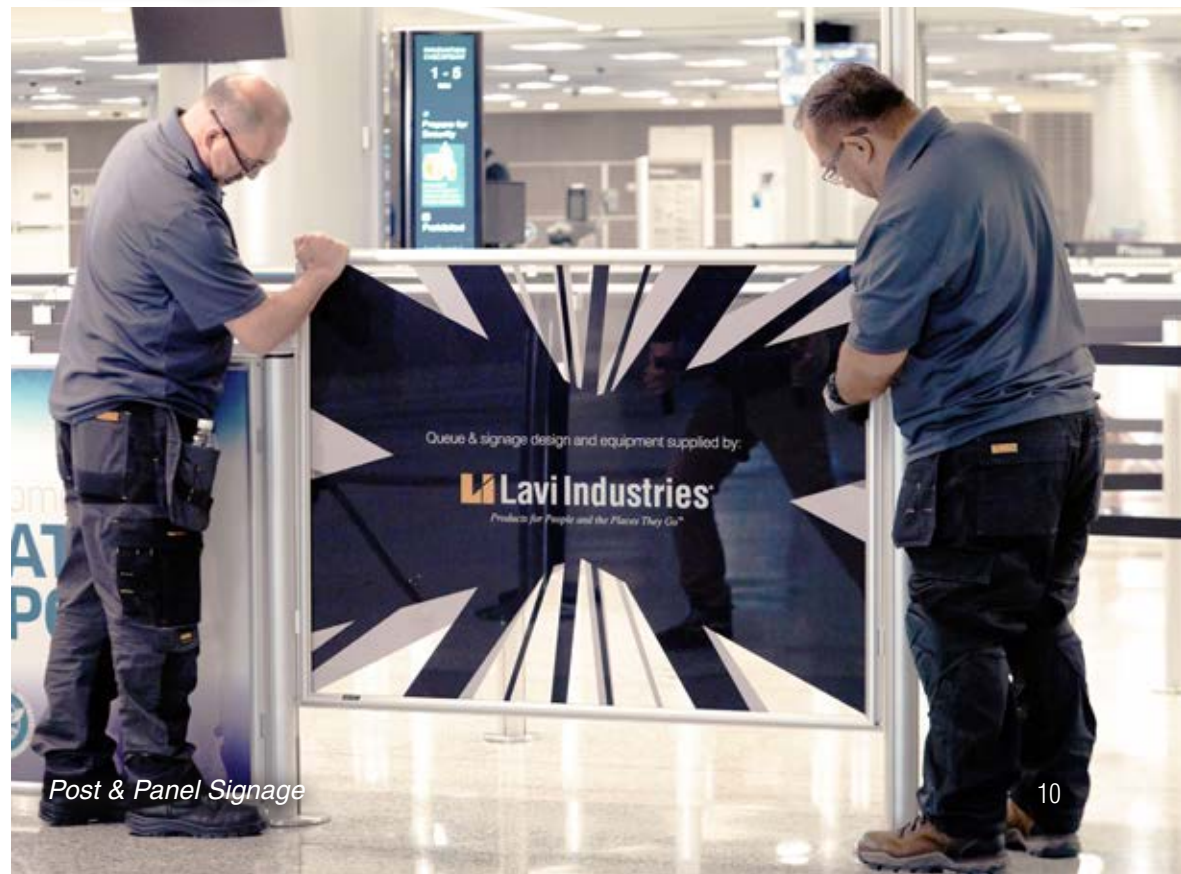
POWER 01: WAYFINDING

Industry spotlight case study: LAS/ TSA Innovation Checkpoint

At Harry Reid International Airport's TSA Innovation Checkpoint, overhead signs and branded post-and-panel barriers clarify lane choices without consuming extra floor space. Standard, Pre-Check, and Priority paths are clear at a glance and eliminate passenger confusion. Interior panels in the Pre-Check lane deliver promotional and informational messaging during dwell time, while a Swing Gate at the head of the queue establishes a clear wait point, reinforcing wayfinding and compliance.



Overhead Signage



Post & Panel Signage

POWER

02

Branding

*Custom Stanchion Belts +
Post & Panel Signage*



Branding That Builds Loyalty

Why leave spaces blank when they can do so much more? Whether customers are waiting in line or passing by a barrier, custom graphics create branded experiences that bring a smile to customers' faces and enjoyment that lingers long after.

Best practice tip: Use queue and crowd control solutions as real estate for reinforcing your brand. Everything from post and panel barriers to retractable belts can be custom printed with your brand colors, logo, and graphics.

POWER 02: BRANDING

Industry spotlight case study: TAO Beach Las Vegas, Venetian Resort

TAO Beach Las Vegas at the Venetian Resort turns their check-in queue into an integral part of the pool retreat interior branded experience. Color-branded stanchions, belts, and hardware unify the line, while perimeter panels deliver large format graphics and wayfinding that make the queue part of the entire elevated experience feel native to the space.



Post Top Signs and Post & Panel Signage

POWER

03

Retail Merchandising & Promotion

Retail Merchandising & Promotion That Moves Product

With margins tight and every bit of floor space at a premium, big box retailers, convenience stores, eateries, and more are turning their queue and barriers systems into revenue generators. Stanchions do more than queue waiting customers; they double as display space.

While customers stand in line, merchandise displays paired with custom graphics draw shoppers' attention to purchase add-ons, seasonal novelties, or special promotion items.

Best practice tip: Modular slatwall and wire grid panels can replace retractable belts in your checkout queues to enable impulse merchandising.

By adding accessories and custom made signs to these systems, you boost impulse buys and shoppers are kept occupied while they wait.

POWER 03: RETAIL MERCHANDISING & PROMOTION

Turn queues into profit centers



Panel-top Signage



Merchandising Bowls



Stanchion Signs



End cap Displays



Banners



Queue Perimeter Signage

Panel Top Signage +
Specialty Banner Sign



Best practice tip: Add custom banners and signs to displays for more visibility and visual impact.

Signage can be placed on stanchions and on merchandising panels themselves.



Stanchion and panel-top signage let you promote your offerings, reinforce your brand, and improve wayfinding. Alternatively, messaging and branding can be added to the panels to enhance planograms or leverage branding. Since the panels are double-sided, the register-side panel can be used for merchandise and the outward-facing side for bold, eye-catching messaging.

Industry spotlight case study: Royal Farms Convenience Stores

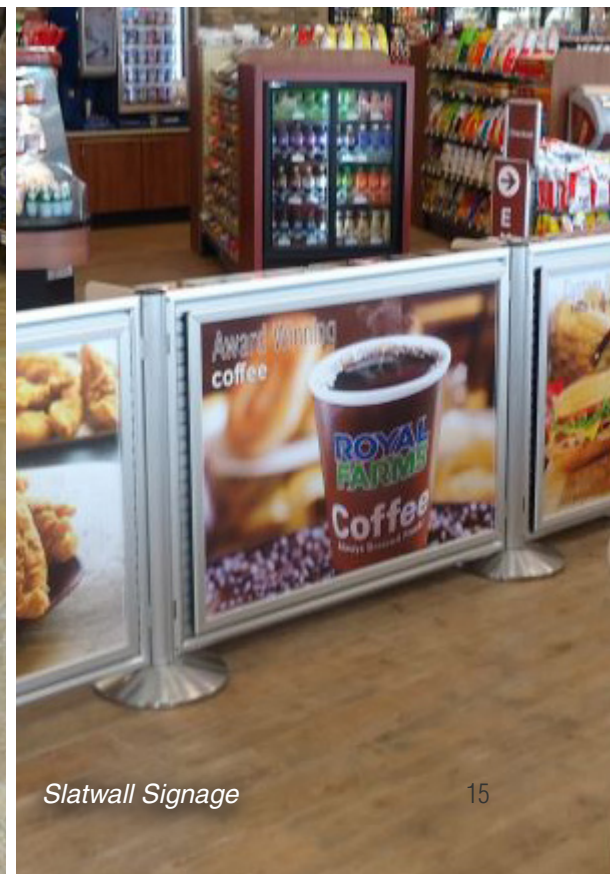
At Royal Farms, custom signage is an integral part of the queue. Large graphic panels on the back of the queue slatwall – visible as customers enter the store – promote prepared foods. The panels leverage their premium placement, enticing customers to purchase these high-margin items. The large format sign frames, as well as end cap wayfinding signage, mount directly to stanchions and panels, boosting impressions and impulse buys without using additional floor space.



Slatwall Signage



End Cap Sign



Slatwall Signage

Messaging Moments That Matter

MESSAGING MOMENTS

Branded Belts

The best barriers are beautiful and bold brand ambassadors. Unlike static signs, belts are with the crowd, communicating at every step. Branded belts go above and beyond functional: they're context-aware, ever present, and easy to swap out. Every temporary closure, checkout line, or crowd-control barricade becomes a chance to showcase your brand.

Swoop

This bright magenta airport barrier defines space and keeps on theme with the Swoop's signature pink wall.



Stadium Swim

Stadium Swim
Sleek lanes organize swim crowds and promote the club in a single stroke.



Urban Air

Vivid yellow and pink "Please Do Not Enter: Temporarily Closed" belts keep visitors safe and maintain the venue's high energy vibe.



MESSAGING MOMENTS

Post & Panel Signs

Structured, visible, and unmistakably branded, post-and-panel signs turn everyday wayfinding into a premium experience.

Durable, easy-to-read, and perfectly positioned, post-and-panel signs direct guests, elevate brand visibility, and transform functional guidance into on-brand experiences.

TAO Beach Club

Custom-painted Post and Panels frame branded graphics that extend TAO Beach Clubs brand throughout the queue.



Hyundai Club

Sleek black-and-white panels, with a custom football logo, denote exclusivity for the members-only lounge with 50-yard-line seats.



Bodda Getta Grab-N-Go

In a large space, royal blue and orange panels grab travelers' attention and highlight the express marketplace and brew stations.



MESSAGING MOMENTS

Overhead Signs

Directional overhead signs leave no ambiguity on where to go. These tall markers set the tone — no second-guessing, no bottlenecks. Graphics pop in and out in seconds as layouts change, while durable construction stands up to the heaviest traffic. Available in a range of sizes and heights, overhead signage fits any space and every crowd, getting patrons precisely where they need to go — fast and stress-free.

For every location and every sight line.

The TSA calls attention to new priority boarding programs with color-coded overhead signage and matching panels.

Signs connect cleanly to stanchions, panels, or belts, creating a seamless flow that keeps airport passengers moving.

Whether priority, employee, or wheelchair accessible, everybody knows where to go with highly visible signage and bold brand-specific colors.



MESSAGING MOMENTS

Slatwall Signage

Every inch of the queue is a branding opportunity with slatwall signage. Available in multiple shapes and sizes, slatwall signage adapts to any promo. Acrylic sign holders snap easily onto slatwall frames and slide into place — no tools necessary. Paper inserts swap out in seconds, and the scratch-resistant acrylic keeps messaging looking sharp.

C-store rack toppers

Bold orange with knock-out white text grabs attention and spark sales from every angle.



MESSAGING MOMENTS

Banners

When your message needs to rise above the crowd, banners deliver. Available in standard or custom sizes, angled or rectangular, banners slide onto Beltrac 3000 Portable Partition Posts to build modular barriers. Durable, flexible, and visible from every angle, banners make messaging impossible to miss.

Banner versatility

Banners call attention in busy environments like airports to drive wayfinding.



MESSAGING MOMENTS

Retractable Belt Safety Barriers

Close a space quickly with easy, high-visibility retractable belt safety barriers. Each belt extends up to 10 feet, with a magnetic end that secures to walls, posts, or doorframes in seconds — no heavy equipment or installs required. Lavi matches colors and finishes to brand guidelines, and can add custom graphics for every greater branded impact. Durable, portable, and easy to open and close, retractable belt safety barriers keep people safe and operations running smoothly.



Sign and Banner Guidance, Design, and Printing



Lavi Industries



LAVI CUSTOM SIGNAGE

End-to-end efficiency.

With Lavi as your partner, there's no need to work with multiple vendors. Along with custom signage guidance, design, and production, we can ship signage in frames so that all your local teams have to do is stand the signs and banners up at the site.

Lavi can kit and ship queue and crowd control barrier solutions with signage for a complete one-shipment solution – whether it's directly to your stores or to a central fulfillment hub for adding your product.

Contact our expert to talk about your custom signage »

Lavi in-house custom signage capabilities:



Ideation



Design



Printing



ADA compliance

Printing on:

- Belts
- Paper
- Plastic
- Acrylic
- Vinyl
- Metal
- Sintra

Laser etching on:

- Acrylic
- Glass
- Metal
- Wood

- Large and oversized formats
- Stickers and vinyl adhesives
- Banners, OH signs



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