

Spandex Highlights the Hidden Role of Signage in Building Customer Trust

SALT LAKE CITY, UT, UNITED STATES, January 14, 2026 /EINPresswire.com/ -- Spandex, a global leader in sign and graphics materials, is encouraging businesses to rethink signage not as decoration or information, but as a powerful trust signal that shapes customer perception long before a conversation begins.



From storefronts and window graphics to interior wayfinding and vehicle branding, signage plays a quiet but influential role in how customers judge a business's professionalism, attention to

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Lawrence Wiscombe, General Manager

detail, and reliability. According to Spandex, those visual cues often determine whether customers step inside—or move on.

“Customers decide how much they trust a business before they ever walk through the door,” said Lawrence Wiscombe, General Manager at Spandex. “Signage is one of the first signals they receive, and it speaks louder than most people realize.”

While many businesses view signage in isolation—one banner or one sign at a time—customers experience it as a complete system of visibility. When that system feels cohesive, maintained, and intentional, it communicates confidence and care. When it feels mismatched, outdated, or neglected, it raises doubt—even if the products or services themselves are strong.

Wiscombe notes that most signage challenges aren't technical failures, but perception gaps created over time. “Very few businesses intentionally create poor signage,” he explained. “What happens instead is incremental change—temporary fixes that linger, designs that don't evolve, and pieces that no longer relate to each other. Individually they seem fine, but together they dilute the brand signal.”

According to Spandex, visual inconsistency can quietly erode trust, reduce perceived value, and introduce friction into the customer experience. In competitive markets, those subtle cues can

influence decisions long before price or product comparisons occur.

“Signage answers questions customers don’t consciously ask,” Wiscombe said. “Is this business established? Do they care about details? Will my experience here feel smooth or frustrating? Those judgments happen instantly.”

Spandex encourages businesses to periodically step back and view their signage the way a first-time customer would—from across the street, through the entryway, and throughout the space. What often emerges is not a single broken sign, but a lack of cohesion that weakens overall visibility.

“When signage becomes background noise, it stops working,” Wiscombe added. “The businesses that stand out are the ones that treat signage as an extension of how they operate, not an afterthought.”

By helping businesses think in terms of signals rather than signs, Spandex positions signage as a strategic asset—one that supports trust, clarity, and brand confidence without saying a word.

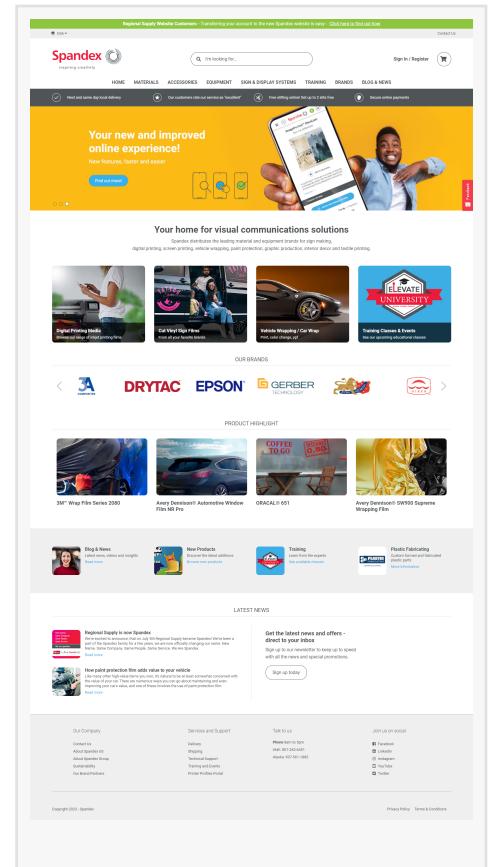
For more information on signage systems, materials, and visibility planning, visit www.spandex.us

About Spandex

Spandex is a premier US supplier known for its comprehensive support to professionals in screen printing, digital printing, and sign making. With a long-standing reputation for reliability and innovation, Spandex offers an expansive inventory of over 10,000 items—from advanced vinyl and inks to neon signs, plastic sheets, and the latest in digital printing technologies.

Our facilities also host educational classes covering a range of topics, from basic application techniques to advanced digital processes, helping clients stay ahead of industry advancements. We’re built on a legacy of problem-solving and a commitment to helping our customers succeed, ensuring that every solution we provide adds real value to their business.

Dedicated to superior customer service, Spandex offers daily delivery, exceptional technical support, and the expertise of a knowledgeable sales staff. More than just a supplier, we strive to empower our clients with the tools, training, and insights they need to grow and stay current with the latest technology and market trends.



For more information about our products, services, or educational offerings—or to discover how we can help enhance your next project—please visit www.spandex.us, email info.us@spandex.com, or call 801-262-6451.

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