



IDEA BOOK

FOR RETAILERS

Creative ways to grow sales
and delight customers in the queue.



“Everything begins with an idea.”

- EARL NIGHTENGALE

You know a great idea when you see it. That’s why we created the Idea Book for Retailers, a collection of our favorite products and solutions to help you maximize impulse sales and customer satisfaction in the most critical of retail processes—the checkout line.

It is in this place where sales are won or lost, transactions abandoned or fulfilled, and customers left feeling impressed or stressed.

We hope you’ll find a few ideas you can bring to your checkout line to improve your results.



HOW THESE IDEAS WILL **BENEFIT YOUR BUSINESS:**



Decrease Wait Times

Customers will spend less time waiting.



Engage Your Customers

Customers will be actively engaged and occupied.



Decrease Perceived Wait Time

Reduce the amount of time customers think they've waited.



Increase Impulse Sales

You'll sell more!

MERCHANDISING BOWLS

These handy bowls put merchandise at your customers' fingertips **without taking any additional floor space.** It's easy to display impulse merchandise with bowls that attach anywhere in the queue — on top of a stanchion, mounted to the side of a post, or on top of a panel.



CHECK THIS OUT:

Give your customers a healthy alternative. Fruit bowls are an especially sweet idea!





SIGNAGE PANELS



If branding and advertising is key to your business, signage panels attached to your queue stanchions offer promotion opportunities right in the queue, while leveraging existing floor space.



GRIDWALL DISPLAY MERCHANDISING KIT

Ready-made display kits prepare your business for an immediate increase in impulse sales and can be placed almost anywhere, including the queue. The low-cost, easy-to-install double-sided merchandising kit shown here includes everything you need to successfully increase impulse sales.



**SHOP
THIS ITEM**





GET TO WORK:

Lavi's in-line tables are shipped assembled with connectors that simply attach to any two Beltrac® 3000 posts.

[SHOP THIS ITEM](#)



IN-LINE TABLES

In-line tables make waiting time productive. Customers can complete necessary paperwork before they reach the counter, increasing customer flow and decreasing wait times.

ENTER HERE



END-CAP SIGNAGE

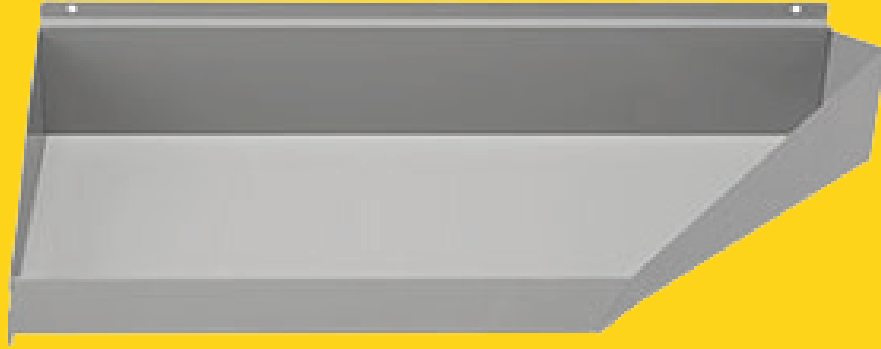
End-cap signage is the perfect idea for tight spaces. Place important messages in the path of your customers while maximizing floor space with this simple yet effective signage idea.



EASY DOES IT:

Lavi's easy-to-install and highly effective signage solution attaches to your existing Beltrac® stanchion.

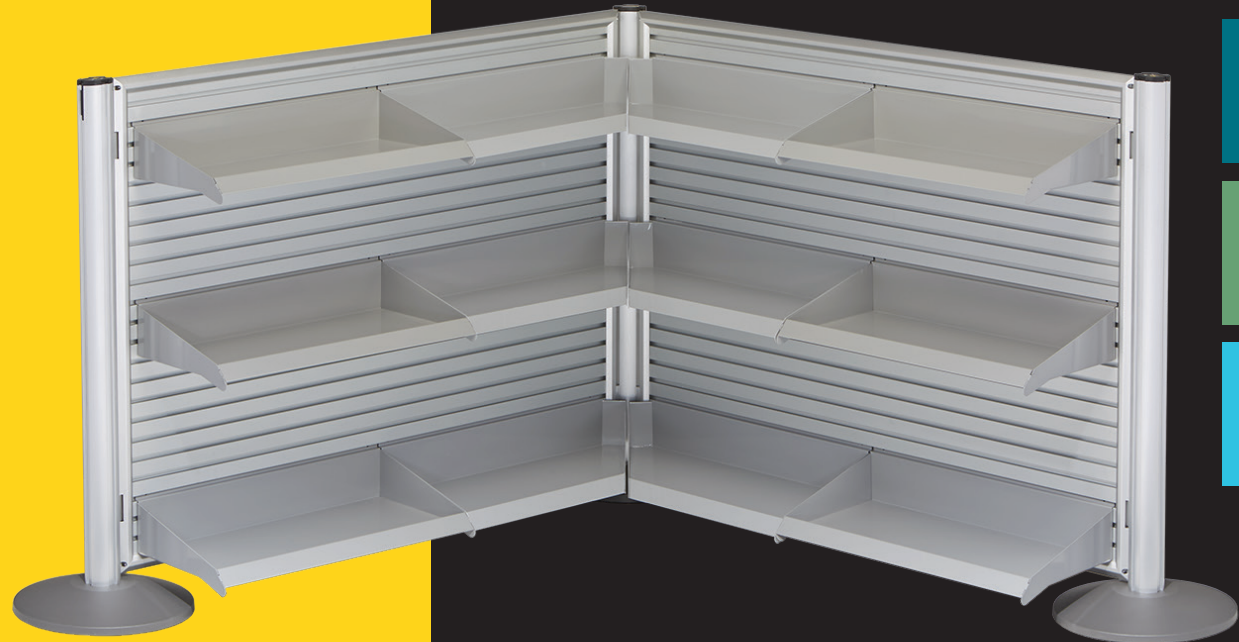




GET THIS!

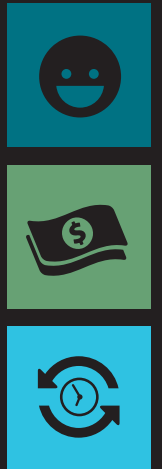
There's no better way to showcase your merchandise than with genuine NeXtrac® slatwall accessories from Lavi. Our unique “captured” shelves surround your merchandise on all sides, preventing items from slipping off the front or sides of the shelves.

Visit nextrac.lavi.com/merchandising for details.



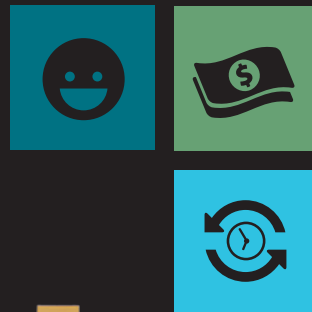
CORNER SLATWALL SHELVES

Eliminate wasted space on the inside corners of your impulse merchandising displays.



MAGAZINE RACKS

Keep customers happily distracted while they wait
AND boost impulse sales with in-queue magazine racks.



FACT:

Occupied
time feels
shorter than
unoccupied
time.





DIGITAL SIGNAGE

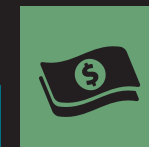
In-queue marketing can reduce perceived wait times by as much as 35% and dramatically boosts impulse purchases, improving the customer experience and your bottom line. Use digital signage to entertain and inform your customers while they wait.



MUST HAVE PRODUCT:

Centralize control of your Digital Media displays with Qtrac® Media Manager.

[**LEARN MORE >**](#)

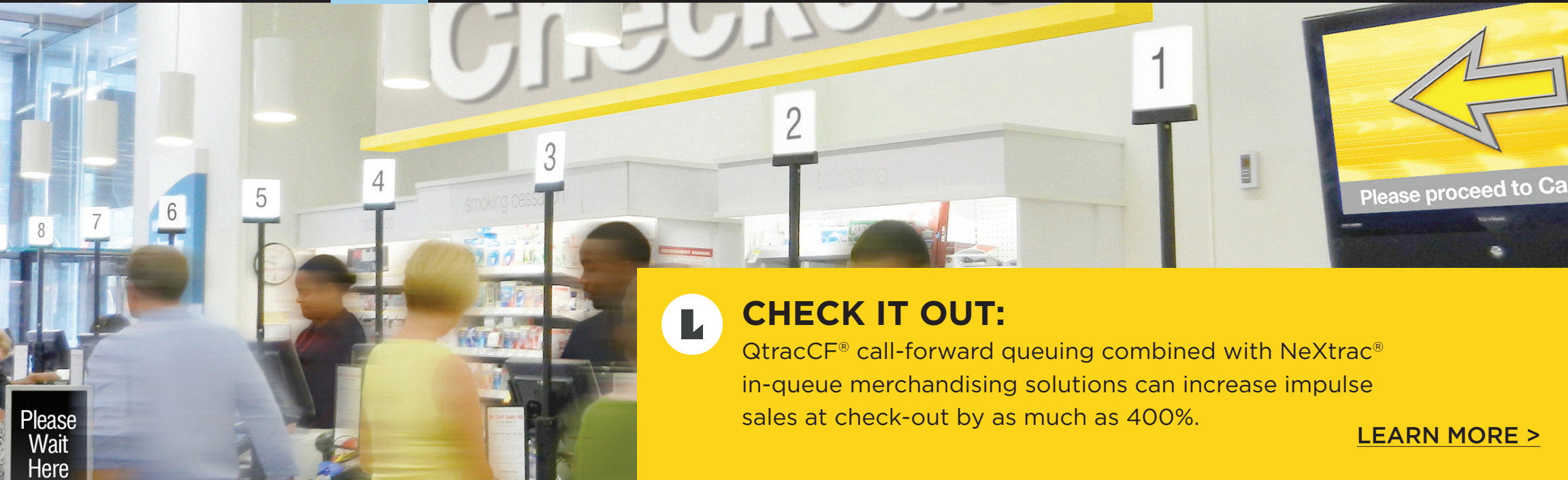




CALL-FORWARD ELECTRONIC QUEUING



Optimize customer throughput and increase service efficiency by streamlining the way agents hail customers. With a simple button-push on the wireless remote, agents can instantly alert the next waiting customer and effortlessly guide them to an open service position using both audio and visuals from the LCD display.



CHECK IT OUT:

QtracCF[®] call-forward queuing combined with NeXtrac[®] in-queue merchandising solutions can increase impulse sales at check-out by as much as 400%.

[LEARN MORE >](#)



TALL BANNER SIGNAGE

Enhance new or existing queuing spaces with colorful, dynamic banners that command attention in any environment.





INSTANT HAND-SANITIZER

A portable hand sanitizing station provides the perfect solution where soap and water are not readily available. This “no-touch” dispenser delivers 1,500 washings at a cost of less than \$0.015 per use.* And of course, it easily attaches to any Beltrac® 3000 post.



The Centers
for Disease Control
and Prevention reports
that *“in addition to regular
hand washing, an alcohol-based
hand sanitizer is also effective
in killing the Swine Flu virus.”*





RIGID RAIL BARRICADES

The clean, modern lines of rigid rails provide a more sturdy barrier than retractable belts. They are ideal where a defined barrier is required to separate areas.



CHECK THIS OUT:

Enhance new or existing queuing spaces with colorful, dynamic signage. Signage slots between two rigid rails offer an easy and powerful communication solution.



PUT THESE IDEAS TO WORK

Let a Lavi expert help
you plan your approach.

www.lavi.com | (888) 285-8605



You might also appreciate:



WEB APP

NEXTRAC QUEUE BUILDER

Configure your waiting line from start to finish using intuitive drag-and-drop tools and a simple 3-step process.

[TRY IT NOW >](#)



SUCCESS KIT

CUSTOMER EXPERIENCE SUCCESS KIT

Learn how to turn one of the least enjoyable parts of being a customer into one of the most successful with over a dozen useful tools.

[GET YOUR KIT >](#)