

# Case Study: Improving Wayfinding Signage at Bethel Valparaiso Church

## Bethel Valparaiso Church, Indiana

Bethel Valparaiso in Indiana needed a cost-effective solution for changing their interior wayfinding signage regularly for conferences, events and church worship. In 2013, the church was remodeling the building and wanted a flexible solution for signage for multipurpose rooms.

The congregation hired Aion Solutions to help develop a more flexible solution for their wayfinding needs. Aion utilized a layered magnetic receptive wayfinding system built with the Visual Magnetics Graphic System® that could be changed out easily by church staff. The team at Aion recommended VM-POLYmatte® and VM-InvisiLock® mounted onto Sintra® boards to make communicating to church visitors easier and more effective. For example, after church worship has wrapped up, the “Worship Hall” layer can be removed to reveal “Conference Hall” if the church is also hosting a conference or event that day.

“We have a small facility, and we use different desks and rooms for different purposes. On Sunday morning, one of our main desks is a children’s check-in, on Saturdays that same desk is used for something completely different. Sometimes in one day we need to switch out signage several times,” says Fred Butson, Worship Director at Bethel Valparaiso. “Before having Visual Magnetics we had nothing as far as wayfinding. We looked at all kinds of different solutions for better communication, whether it was signage for bathrooms, coffee or services. We liked that Visual Magnetics’ print media was nice and clean, clear and versatile. And once we realized we could swap out signage to communicate different things, we were sold.”

