

Back to the Gym

Safely Return to a Gym or Fitness Club
in the **Next Normal**



Marketing
Signs
Print

The Future of Fitness

Safety and spacing is the priority in the next normal



1 | LARGE-FORMAT SIGNAGE

Let your customers know you missed them and are open for business with an environment safe for exercise:

- Durable banners can be hung from your building to attract attention from a distance
- A-frame board signs are great for the sidewalk
- Yard signs can be used to convey important messages like the hours you're open or setting up appointments

2 | WALL POSTERS

Utilize full-color framed or unframed posters to share your messages and new procedures:

- Standard posters can provide a checklist of safety protocols to follow
- Reinforce your messages
- Use of full color will get noticed and read

3 | WINDOW DECALS

Clear lite window decals can be placed at entrance windows, bathroom mirrors or plastic partitions between equipment:

- Share your new hours with members
- Remind members of important information
- Clearly share your "new" safety policy at check in

4 | GROUND STENCILS

A low-cost way to encourage social distancing and guide traffic:

- Used to create queue waiting spaces outside due to occupancy restrictions
- Use standard "Wait Here" templates or design your unique message

MEMBER AND EMPLOYEE COMMUNICATIONS

Marketing Materials

Welcome members back while sharing new hours and safety protocols now in place with:

- Postcards
- Brochures/Mailers

Folders

Store new information important to employees including:

- New employee handbook
- Safety protocols
- Daily sanitizing schedules

Bumper Stickers

Bumper stickers build awareness for your gym, which means:

- Members will proudly display around town
- Employees can also participate by taking the message on the go





5 | DIRECTIONAL DECALS

Placing decals on the floor will visually give direction as your members come back to “social fitnessing:”

- Great reminder to stay 6 feet apart while moving around the facility and working out
- Safely direct traffic flow through your gym

6 | EDUCATIONAL SIGNAGE

Communicate touchless check-in and pay areas:

- “Wait Here” until a staff member can assist
- Give instructions for check-in on your phone
- Place in high-traffic areas with important messaging
- Place Minicade A-frame on equipment for social distance

7 | SURFACE SANITATION

Labels and decals can be easily placed and replaced on equipment with varying safety and cleaning messaging:

- “This machine has been cleaned and sanitized”
- “Please don’t use due to social distancing”
- “We’ll give cleaning a workout for you!”

8 | HAND SANITIZER STATION

Provide sanitizer stations around your facility because hand hygiene is extremely important when touching many surfaces:

- Shows health and safety is the #1 priority
- Lightweight but sturdy

SAFETY IS YOUR PRIORITY



Protective Partition

- Keep safe when exercising without a mask
- Add a safety reminder decal on partitions



Disposable Mask Hooks

Branded mask hooks add comfort to wearing masks

- Full color imprint
- Adjustable for proper fit



Signs and Decals

- Mirror decals provide hand washing reminders
- Posters can be used around your facility with safety checklists

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Product Listing

Large-Scale Signage	Description	Popular Sizes	Typical Quantities
Window Decals	Translucent and repositionable, full color, easy application and removal, multiple sizes	8.5" x 11" to 24" x 36"	1 - 500+
Posters	Full color, vertical or horizontal, multiple sizes <i>*Available in the durable synthetic stock - yes, it can be disinfected</i>	12" x 18" to 19" x 27"	5 - 5,000+
Banners	Durable and mesh, full color	24" x 48"	1 - 1,500+
A-frame	Sandwich board holder with replaceable graphics <i>*Coroplast A-frames are a budget alternative but without replaceable graphics</i>	28" x 22"	1 - 500+
Banner Stands	Replaceable graphics, mobile units	33" or 48" height	1 - 250+
Sail Signs "Feather Flags"	1- or 2-sided indoor or outdoor signs with ground spike or cross base with water ballast	6.5' to 15' height	1 - 150
Yard Signs	Plastic graphic with metal H-stake, replaceable graphic	18" x 24"	1 - 2,000+

Small-Scale Messaging	Description	Popular Sizes	Typical Quantities
Disposable Mask Hooks	16pt. stock, available blank or full color printed	8¼" x 2¼"	250 - 10,000
Labels, 24-Hour FasTurn®	Full color, one color, foil, indoor, outdoor Freeform™ laser-cut shapes	1/2" x 1" to 5" x 7"	250 - 10,000+
Decals	Opaque and repositionable, full color, easy application and removal	8.5" x 11" and 24" x 36"	1 - 1,000+
Postcards	Full or spot color, multiple stocks available, 5 std. sizes, 1- or 2-sided	5 sizes	25 - 10,000
Folders	24-hour production time, 1-2 pockets, four color, 1-2 color, foil, and embossing options	Standard or legal	50 - 5,000+
Hand Sanitizer Stations	Includes stand, dispenser and sanitizer liquid	36" x 30"	3 - 50
Durable Synthetic Stock	Rack cards, door hangers, posters, sales sheets, business cards, menus, trading cards	Vary by product	Vary by product
Flyers - Sales Sheets	Full-color sales sheets available in 4 std. sizes, vertical or horizontal layouts with 1- or 2- sided printing	8.5" x 11"	50 - 10,000+

Social Distancing	Description	Popular Sizes	Typical Quantities
Floor Decals	Circles, squares, rectangles, arrows, custom shapes	12" diameter to 24" x 36"	1 - 1,000
Ground Stencils	Plastic stencils, templates available or custom designs	26" x 19"	1 - 200
Acrylic Partitions	Bent foot or slot foot	30" x 36"	1 - 50+

