



**TAYLOR**™

# Getting Your Business Back In Shape

Marketing solutions for rapid growth and recovery in the fitness industry



# An Entire Industry Poised To Perform

Few businesses were hit harder by COVID-19 than fitness centers. Lockdowns and social distancing requirements made it difficult to function, let alone grow. However, few industries now have a brighter future as fitness-minded people everywhere are eager to heal themselves physically, mentally and socially.

A single-source marketing partner with an unmatched range of capabilities, Taylor can provide everything needed to reach and re-engage fitness center customers. From attention-grabbing visual communications and printed materials to sophisticated direct mail campaigns, card-based membership programs and more, Taylor is uniquely positioned to support the growth and recovery of the fitness industry.





# Contents

An End-To-End Solution .....	4
Inviting Customers To Enter .....	6
Celebrating Their Return .....	8
Maximizing Every Touchpoint .....	10
Leading With Technology .....	12
Case In Point: Our Solutions In Action .....	15





## An End-To-End Solution

The sheer breadth of Taylor's capabilities is unlike any other in the graphic communications sector. In addition to the massive scale of our commercial print network, we are:

- A leading provider of signage systems, graphics, building wraps and other visual communications for retailers, restaurants, banks and schools nationwide. New locations undergoing construction can be served by the Taylor signage production facility closest to that studio.
- One of the largest gift and loyalty card providers in the world.
- A sophisticated data analytics and direct mail provider, printing and mailing more than 2 billion pieces each year.
- A comprehensive print-on-demand platform that allows your gym managers or franchisees to easily submit requests online for marketing materials, class schedules, business cards and operational documents — and receive delivery in days, not weeks.
- Among the largest distributors of promotional marketing and apparel items in North America.

This ability to address every consumer touchpoint under one roof enables Taylor to “check the box” on all of your priorities as you reopen existing and launch new locations.



## Opening Safely

From directional signage, social distancing floor decals and branded-face coverings to our patent-pending hand sanitizer stations, Taylor can provide all of the materials you need to safely get your fitness centers back in operation.

## Fueling Future Growth

Taylor can ensure the world knows that your new locations are “coming soon” with banners, graphics, signage and decals that create excitement and anticipation throughout the construction phase.

## Running The Business

From the front to the back of the house, nearly everything you need can be sourced through Taylor, including:

- Branded apparel and employee uniforms
- Business cards, marketing collateral and employee manuals
- Membership card programs
- Sophisticated direct mail campaigns

## Efficient Technology

All of the above can be managed, monitored and measured through Taylor’s print-on-demand ordering platform. Your team members will be empowered to work more efficiently while Taylor’s vast production network lowers your costs and gets you to market faster.

## National Reach

To make this end-to-end experience possible, Taylor operates 78 production facilities, maintains 3.5 million square feet of warehouse space and has a network of skilled graphics installers in every major market nationwide.



# Inviting Customers To Enter

Whether reopening an existing facility or promoting a new location, the first priority is to ensure that all who pass by know you're there and open for business.

## ① Construction Barricades

Turn a construction barrier into a larger-than-life backdrop for your brand. Taylor can wrap your construction barricades with “coming soon” graphics that give customers a glimpse of what's to come.

## ② Durable Banners

Banners are an eye-catching, weather-resistant way to build excitement in the weeks leading up to a grand opening or reopening.

## ③ Wall And Window Decals

Easy-on, easy-off decals can be applied to nearly any flat surface — including windows and entry doors — to announce your opening date and hours.

## ④ Double-Sided Feather Flags

Feather flags use color and movement to grab attention, making them especially effective for new member and open house events.

## ⑤ Ground Decals And Stencils

Guide current and prospective customers directly to your door with colorful, clever sidewalk messaging.







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**GRAND  
RE-OPENING**  
JUNE 1

**MIDTOWN  
FITNESS**  
**OPENING  
SOON**  
NEW MEMBER SPECIALS  
NEW HOURS  
EXPERIENCED TRAINERS



**MIDTOWN  
FITNESS**  
**NEW HOURS**  
MONDAY - FRIDAY  
5:00 AM - 10:00 PM  
SATURDAY  
7:00 AM - 10:00 PM  
SUNDAY  
7:00 AM - 7:00 PM

**WELCOME  
BACK!**

**MIDTOWN  
FITNESS**  
WELCOME HERE

**MIDTOWN  
FITNESS**  
WELCOME HERE



# Celebrating Their Return

Once your customers are inside, it's important to reignite their passion for your brand. Use this opportunity to freshen the look and feel of the space while encouraging safe, responsible behaviors.

## 1 Wall And Window Decals

Decals are an ideal way to share social distancing, hand washing and hygiene reminders for members.

## 2 Posters

Posters can be repositioned at a moment's notice to inform members of safety measures still in place.

## 3 Wall Coverings

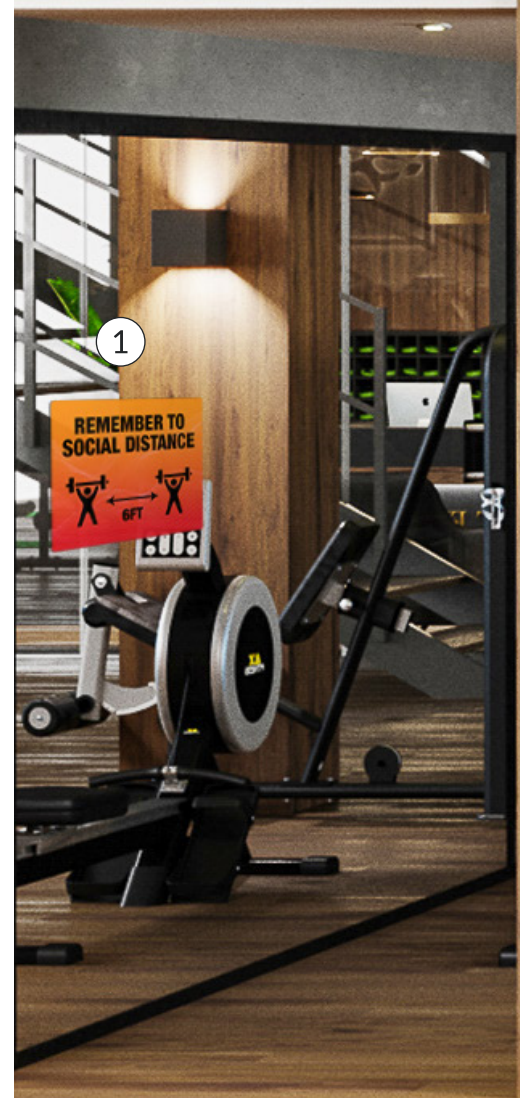
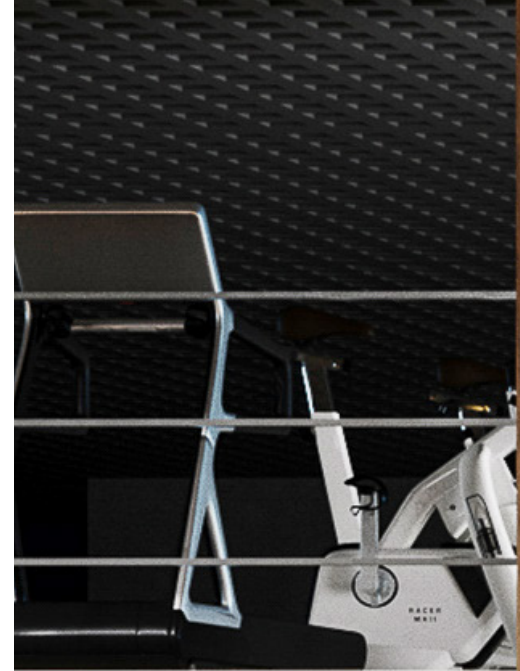
Custom-printed wall coverings are a fast, cost-effective way to rejuvenate the space and enliven the member experience.

## 4 Floor Decals

Floor-mounted decals can help maintain a smooth flow of traffic to classes, machines, restrooms and exits.

## 5 Hand Sanitizer Stations

Taylor's own patent-pending hand sanitizer stations can be easily moved from place to place. Choose from a freestanding design that holds four gallons of sanitizer solution or a smaller tabletop version that holds one gallon of sanitizer.







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**Wash your hands often**  
Use soap and water for 20 seconds, or use hand sanitizer.

**Keep social distance**  
Avoid crowded places. Stay at least 6 feet away from others.

**Stay home if you are sick**  
If you have a fever, cough, or other symptoms, stay home and avoid others.

1  
Apply enough to cover your hands

2  
Rub for 20 seconds

3  
Leave to dry naturally





# Maximizing Every Touchpoint

The brand experience extends far beyond visual communications to include many other items used by your members and employees. The following can all be efficiently sourced from Taylor to drive business growth while simplifying your day-to-day operations.

## 1 Apparel And Uniforms

Taylor's status as a leading provider of promotional marketing products enables us to execute branded apparel and employee uniform programs on a mass scale.

## 2 Membership Cards

As one of the largest and most technologically advanced providers of gift and loyalty cards in the world, Taylor can provide turnkey fitness club membership card systems — from program design and data management up front through card printing and member fulfillment.

## 3 Branded Face Coverings

Our sourcing clout in the promo marketing space allows us to provide custom-branded face coverings in a variety of colors, styles and designs.

## 4 Commercial Print

One of the five largest graphic communications firms in North America, Taylor can provide the full spectrum of printed materials including business cards, brochures and folders to membership forms, flyers and workplace communications such as employee handbooks.

## 5 Direct Mail Campaigns

Taylor can execute sophisticated mail, email and SMS text campaigns to invite new club members and shape the behavior of existing members.





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# Leading With Technology

Technology also plays an important role in your efforts to connect with new and prospective members — as well as how Taylor delivers service to you.

## 1 Active Shopper Advantage (ASA)

Taylor's in-house data and analytics experts use a variety of tools and techniques to elevate the ROI of our clients' direct marketing programs. Among them is Active Shopper Advantage, a data-driven approach that uses shopping intelligence — including your competitors' shopper data — to convert active online shoppers into customers. Purchase-intent triggers, active website visitors and artificial intelligence (AI) modeling come together to enable efficient, hyper-targeted direct marketing efforts.

## 2 Custom Technology Platforms

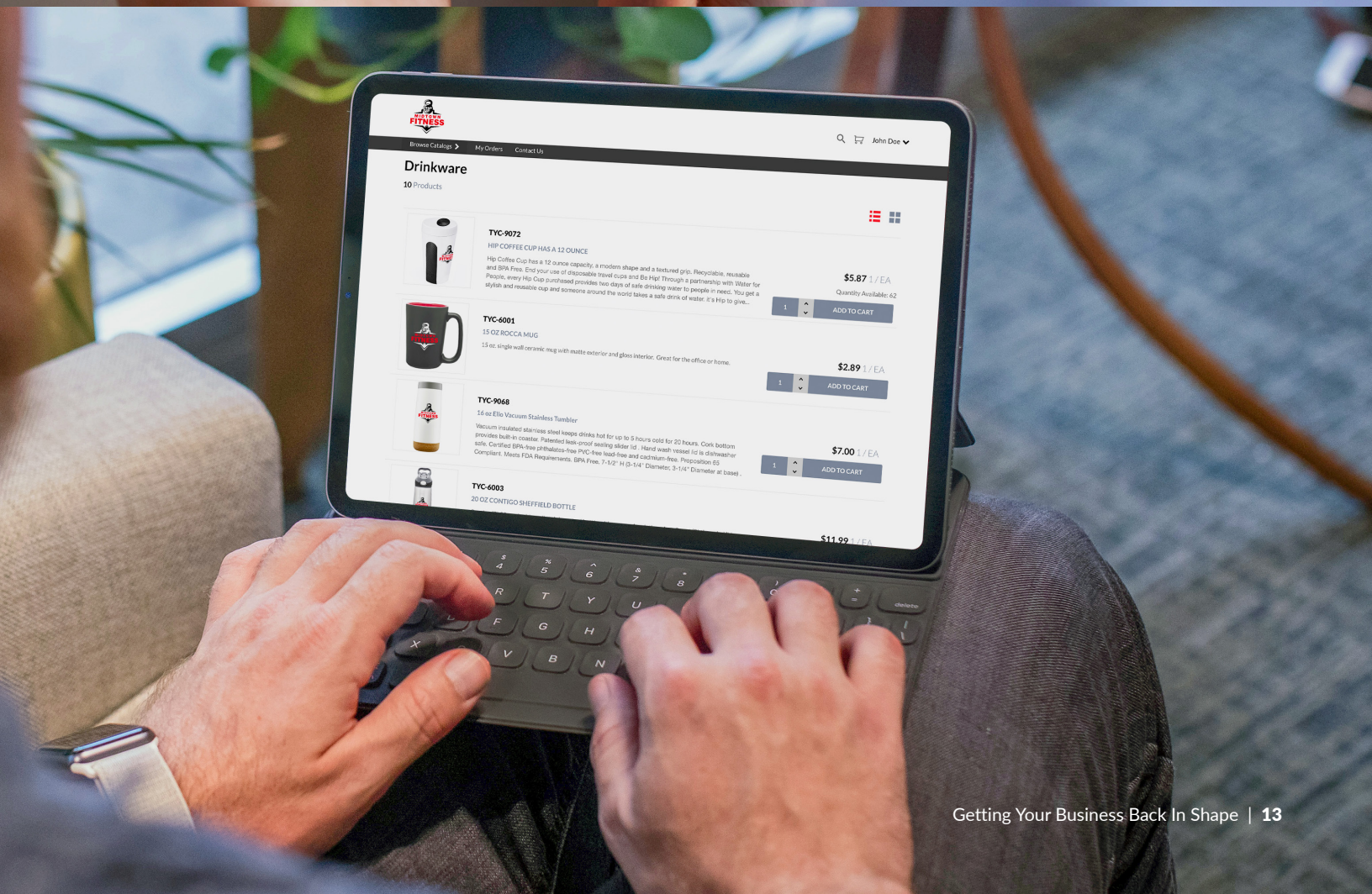
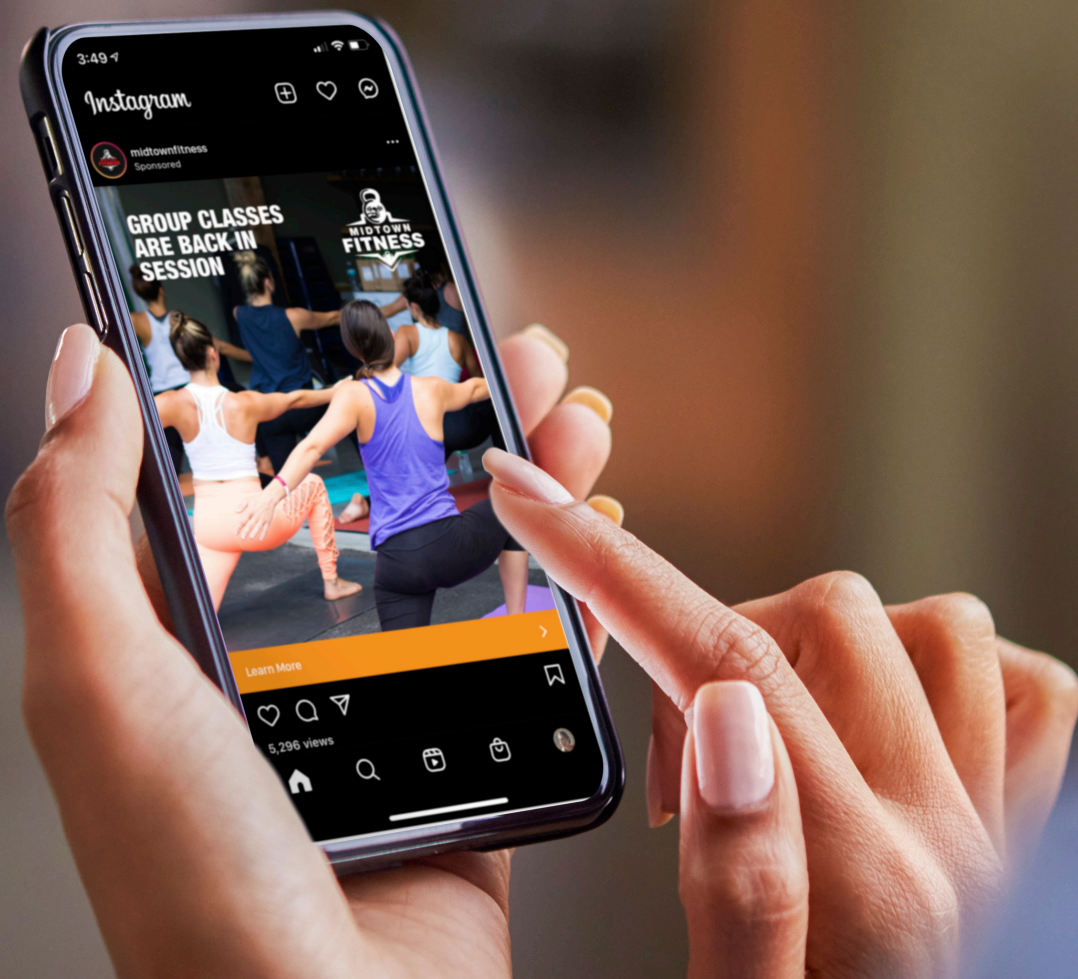
Taylor's print-on-demand portal is thoughtfully designed to maximize the productivity of your team members while lowering your costs and minimizing obsolescence. We can customize our technology platform for your specific needs and enable your team to collaborate with each other as they manage a variety of activities including:

- **Print management:** Proof, approve, order and track print orders from any mobile device, 24/7.
- **Promotional items management:** Order and manage inventories of your promotional marketing items.
- **Kitting and fulfillment:** Specify and initiate custom kitting requests online.
- **Direct marketing:** Manage, monitor and measure the performance of your direct marketing campaigns.

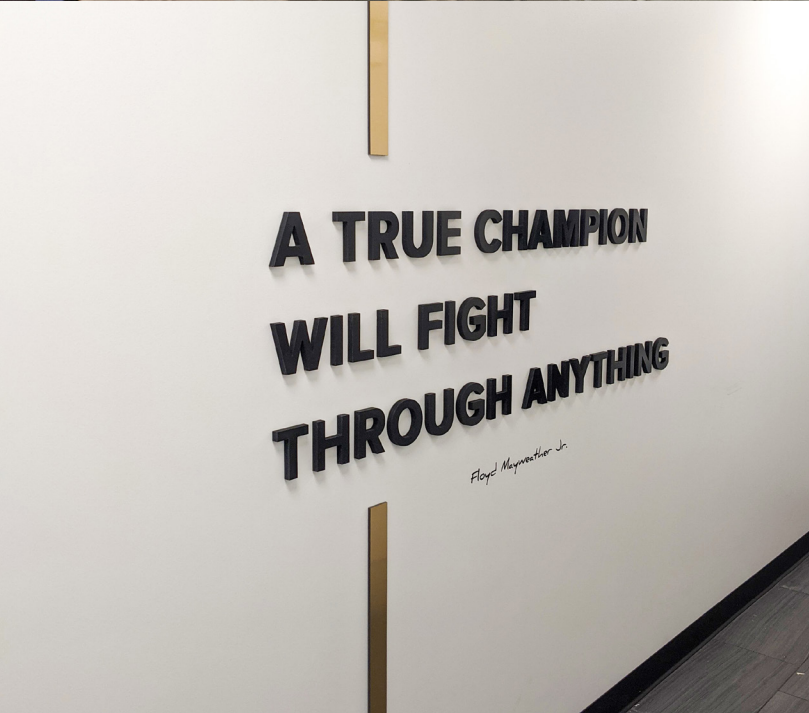
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# Our Solutions In Action

## Challenge

A fast-growing fitness studio chain quickly sold 130 franchises for new locations in more than 80 markets nationwide. However, they were struggling with the branded graphics for the studios. Their current graphics vendor was unable to maintain brand consistency and charged a different price for each project, which made budgeting difficult. They were also plagued by long turnaround times, charged high shipping costs to deliver graphics around the country, and were unable to provide suitable installation partners in each market. The studio chain was looking for a graphics partner with a national footprint who could address these issues and efficiently execute “in-gym” branding for each new location.

## Solution

Taylor’s deep experience in the graphics industry — and nationwide production and installation network — enabled us to address each of the issues facing the fitness chain:

- Baseline standards were established for colors, materials and processes to ensure unwavering brand consistency.
- A price list was created for all branding elements (e.g., wall graphics, dimensional logos, signage, window graphics) to make ordering and budgeting easy for the client.
- Projects were scheduled for whichever of Taylor’s 20 production facilities was closest to each new gym, cutting delivery time and slashing shipping costs.
- Taylor’s network of certified installers enabled fast, efficient installation in all 80-plus markets.

## Results

Taylor brought new levels of consistency and efficiency to the fitness chain’s in-gym branding efforts. Production mistakes requiring reprints dropped from 30% to nearly 0% under Taylor’s guidance and the turnaround time from concept to installation fell from as much as 20 days to just eight days. Meanwhile, our ability to provide consistent pricing, timing and quality freed the client to focus on growing the business.





# Learn More

See for yourself the many ways that Taylor can help support rapid growth and recovery in the fitness industry. To learn more, contact your Taylor representative.

**TAYLOR**<sup>™</sup>

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