



Basically Business

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Fitness Centers & Gyms: Are Your Signs in Shape?

With the holiday season in full swing, the inevitable will surely follow: Come January, fitness centers will see their membership and attendance levels spike as many people resolve to work off the holiday weight and get healthier in the new year. Gyms and training centers also become more popular at this time of year, as basketball, volleyball and other indoor sports get under way.

If the signage at your fitness center, gym or exercise studio also needs a physical makeover, consider the strategic use of signs to create a better guest experience. Here are five common types of signage we can help you add or update in your gym or fitness center.

Warnings and policies. Remind guests of safety policies, warn of potential dangers and discourage improper behavior or equipment

usage with prominent signs at entrances, in equipment areas and locker rooms.

Directional. Wayfinding signage is always important, especially in large facilities. It helps establish routes for getting to restrooms and locker rooms, saunas and spas, and other important areas. These signs, which might also include floor graphics, can be used to communicate emergency exit plans and the location of safety equipment.

ADA signage. Create a welcoming atmosphere for guests with disabilities. ADA-related signage might include raised signage for elevator buttons, signs pointing visitors to accessible facilities within a center, as well as to entrances and exits.

Announcements. Signs promoting special events, class schedules, marketing promotions or new policies should be

posted throughout your facility. This can include large-format signs in windows and hanging ceiling signs to advertise short-term discounts and other special offers.

Marketing and branding. Reinforce your brand and entice potential new customers with marketing messages at your entrance, in windows and other high-visibility locations. These signs can include vinyl graphics and lettering, wall murals and welcoming banners.


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Better than Basic: **What Branded Apparel Can Do for Your Business**

Company-branded apparel offers many of the same benefits as a uniform but with a more casual vibe your employees will appreciate. And branded apparel can be just as creative and fashion-forward as your business: It can look trendy and graphic or clean, classic and buttoned-up.

Unlike a uniform, using branded items can still let your employees add their own personal touches and wear comfortable clothing they already own. And branded items offer many of the same benefits as a uniform: fostering a team environment, instilling a sense of pride and professionalism in your employees, and creating a strong image for your business.

Custom apparel can also be used for off-site occasions when you want your employees to look visually united, such as conferences, community events or sponsored functions where your company has a presence (e.g., a charity walk or gala).

We provide a full range of options and can cover your employees from head to

toe—yes, we do hats, socks and everything in between! Here's a rundown of some perennial best sellers.

Long and short-sleeve T-shirts: T-shirts are comfortable, cost-effective and make excellent customer giveaway items. Plus, with a T-shirt, the sky is the limit for creativity: you can go simple, subtle or wildly colorful.

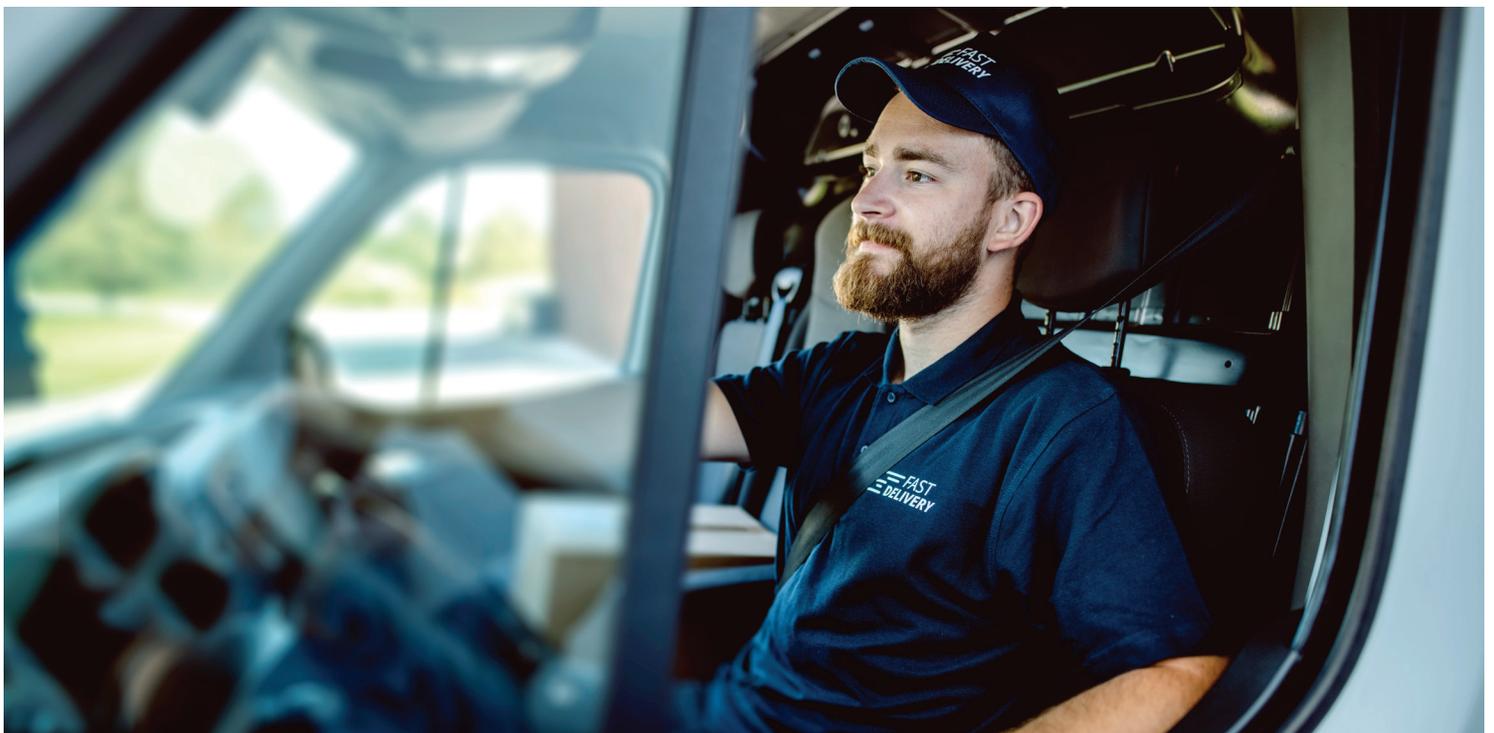
Jackets: Attractive and functional jackets can instantly create the feel of a uniform while being essential during cooler times. There are many styles that can send a message about your organization: fleece zip-ups are a little more casual and easygoing, while jackets equipped with tech-inspired fabrics and features give a more upscale vibe.

Hats and caps: During sunny outdoor events, hats offer protection from the sun. We offer a wide variety of designs, fabrications and logo treatments to fit your style and budget.

Polo shirts: Polo shirts are classic for a reason—they look good on almost everyone and are appropriate for nearly any occasion. Today's polos are available in a variety of fabrics, fits and every color you can imagine. One popular customization option is a logo or business name embroidered on the chest or sleeve.

Safety gear: If you're looking for heavy-duty safety gear that can stand up to the needs of tough jobs, we've got you covered with safety vests and hardhats. We also do personalized protective gear, such as shields, masks and gloves.

We can help you select branded apparel that will be the right fit for your business, your employees and your budget. Whether you use your graphics and designs or want us to create something new for you, we'll make sure your branded clothing looks great and shows your company in the best light.



Stand Out at Your Next Event with **Immersive Technologies**



Looking for new and crowd-pleasing ways to engage audiences at your next tradeshow? Consider XR!

XR is the umbrella term for extended reality, a phrase encompassing virtual reality (VR), augmented reality (AR) and other immersive technologies that merge the physical and virtual worlds using smartphones, tablets, smart glasses, headsets or apps. This fast-growing market is expected to experience over 30% revenue growth through 2026.

Why XR?

Generating interest in your products or services in a crowd of competitors can be tough, but exciting technologies like AR and VR will have visitors clamoring to get to your display.

A physical XR experience will set you apart while giving consumers a new, hands-on way to engage with your brand. Deloitte found that 55% of consumers think AR makes events more fun and exciting.

These are some of the uses for and benefits of XR:

- Showcase product features
- Maximize a small space
- Educate prospects and customers
- Demonstrate leadership
- Reduce transportation costs
- Improve engagement

You can use XR in some of the following ways at events

- **Product demonstrations:** Visitors can explore and interact with your content
- **Educate visitors with gamification:** Transport users into an artificial world to engage with your brand
- **Create an AR photo booth:** Let attendees photograph themselves in an augmented reality environment
- **Build a virtual showroom/3D gallery:** Enable visitors to test or try on products, search your catalog and “play” with products



Did you know?

Car graphics and wraps give your organization exposure to thousands of drivers, all of whom could be potential customers. This is the kind of marketing reach that's cost prohibitive when compared against broadcast or digital media impressions. For a polished appearance, look no further than Sir Speedy.

Our state-of-the-art digital printing technology combined with superior inks and vinyl products delivers the professional grade finish you want and expect. Whether it's one vehicle or an entire fleet, your brand is in expert hands. Our precision-cutting and application process ensures a customized wrap for your vehicle, be it a car, van, bus, motorcycle or literally anything on wheels. Drive your message home with quality car graphics from Sir Speedy.



GET INSPIRED! Need ideas or inspiration?

You need our blog! The resource center on our website contains blog articles, tips, insights, case studies, whitepapers and more to help with your integrated marketing efforts.

INSIDE

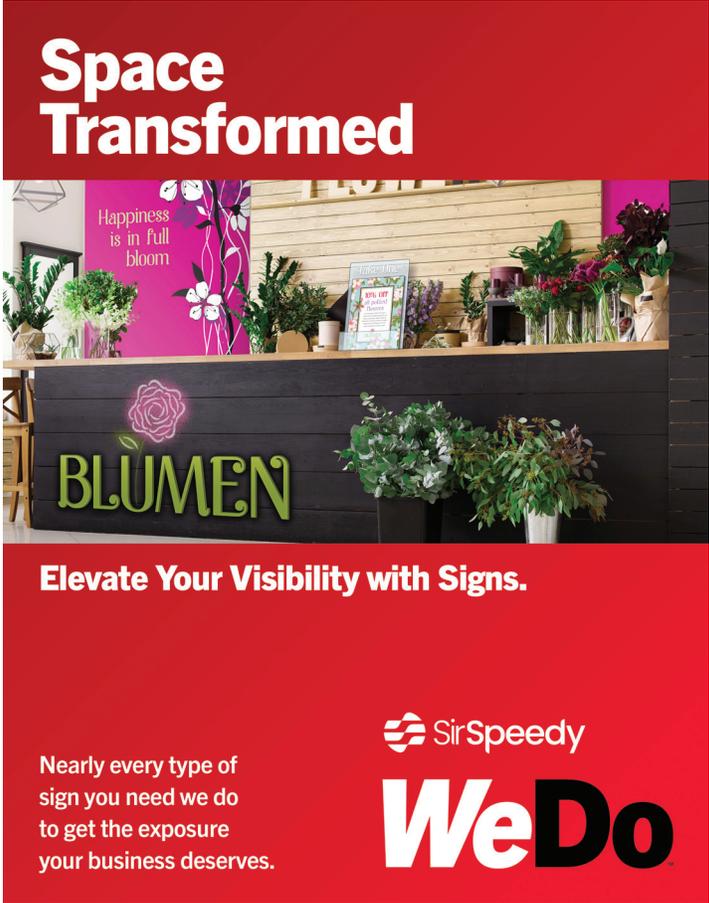
Stand Out at Your Next Event with Immersive Technologies

Step Up Your Newsletter Game

Are you looking for tips to add interest and long-term value to your email newsletter? It's important to make sure that any content you are putting out is interesting and thought-provoking to your audience. It should also build your credibility as an expert in your field while encouraging readers to keep coming back for more.

Here are some topic suggestions from HubSpot to help you up your game with your next newsletter.

- Pull together popular or recent blog posts
- Showcase an exciting video or two
- Share new job openings at your company
- Spotlight new case studies or product launches
- Feature membership or customer deals and promotions
- Highlight new best practices or industry tips
- Report industry news
- Share relevant quotes from industry heavyweights
- Distribute recent survey results related to your industry
- Include eye-catching graphics or visuals



Space Transformed

Happiness is in full bloom

BLUMEN

Elevate Your Visibility with Signs.

Nearly every type of sign you need we do to get the exposure your business deserves.

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