



Taking Gyms to the Next Level with Avery Dennison Vinyl Films

Vinyl films are well-known for their ability to add color and printed graphics to cars and fleet vehicles, but there are other applications that are less commonly known. Vinyl films can be used in advertising and marketing initiatives on billboards, in shopping malls, for trade show displays and much more.

Gym wraps, or the graphics seen throughout fitness franchises, have become increasingly popular as marketers search to reach targeted audiences for branding opportunities. With so many application surfaces available, including windows, walls, lockers, mirrors, floors and more, vinyl can be added to almost every square inch of these active spaces to create more dynamic facilities that are uniquely branded.

Capturing UFC Culture

Scot Demmer, president of PMG Wraps based in Corona, CA, recently took on one of his largest projects to date: UFC Gym. With over 125 locations across the United States and Canada, UFC Gym is one of the fast-growing franchises in the health and fitness industry. The business was acquired through a glowing referral and introduction by a previous client, who loved the quality and creativity of PMG's work.

By collaborating with franchise owners at each location, Demmer and his team crafted eye-catching wraps that were sure to motivate gym-goers. From inspiring words and quotes to pictures of iconic UFC athletes, PMG's work effortlessly depicts the client's brand and culture on Avery Dennison® MPI 1005 Supercast Easy Apply RS™ film paired with DOL 1360 gloss overlamine. After completion of PMG's initial work, UFC Gyms requested additional graphics, including static cling selfie wall graphics made with Avery Dennison MPI 2611.



Craftsmanship and Quality Materials Make for a Happy Customer

“This type of work has opened many new opportunities for us. We have been referred to several other business and fleet vehicle accounts from our relationship with UFC Gyms,” said Demmer. “In this industry, our largest segment of new business has come from the difference in our workmanship versus competing print providers and vinyl installers. We believe in doing things right the first time with the highest quality material and printers possible like Avery Dennison vinyl and our Mimaki CJV 300-130.”

When asked about the greatest challenge of this particular project, Demmer suggested that timing was crucial. “With so many UFC clubs opening in a short amount of time, it was a challenge organizing the installation timing while working around tight schedules,” said Demmer.

Demmer’s biggest tip for wrapping commercial spaces like these? “Underpromise and overdeliver. You will always have a happy customer.”

Demmer certainly delivered by turning each application surface into part of a branded experience. Places that would otherwise go unnoticed can become important interaction points with the help of vinyl films, and this effect is not limited to gyms. The trend of using vinyl films to drive home brand messaging can be seen at clubs, restaurants and hotels, as well.

Products used:

- **Avery Dennison® MPI 1005 Supercast Easy Apply RS™**

MPI 1005 is being replaced by MPI 1105 Easy Apply RS™ Cast Film, which delivers reliable print quality across all platforms as well as superior conformability.

- **Avery Dennison® DOL 1360 Overlaminat**

Three new series of overlaminates, DOL 1000Z, DOL 1300Z and DOL 1460Z, pair with the new MPI 1105 for superior durability.

- **Avery Dennison® MPI 2611 Wall Film**

Avery Dennison digital media is used for architectural, fleet and vehicle graphics.

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