



# 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 overlaminate. After completion of PMG's initial work, UFC Gyms requested additional graphics, including static cling selfie wall graphics made with Avery Dennison MPI 2611.