

Print That Keeps Members Coming Back

Support member onboarding, class communication, and referral growth with bold printed materials that keep members motivated and engaged.



Member Onboarding & Retention

New members are most likely to cancel in the first few weeks. A printed welcome packet and membership card that feel considered, not administrative, help a new member feel like they've joined a community, not just signed a contract.

Welcome packets and membership cards: a considered first impression that supports retention from day one.



Class & Schedule Communication

Class schedules change often, and members need a quick, reliable way to check them without hunting through an app. Printed schedule cards and front-desk reference sheets keep members informed and reduce missed classes.

Class schedule cards and front-desk reference sheets: fast, dependable information members actually check.



Referral & Community Growth

Word of mouth remains one of the strongest ways a gym grows, and printed referral cards and flyers give members something tangible to hand a friend, rather than relying on them to remember a promo code.

Referral flyers and promo cards: tangible materials members can hand to a friend.

Did You Know?

Multi-location gym franchises that use a branded ordering program keep class schedules, welcome packets, and referral materials consistent across every location, without a manager at each gym reordering from a different source.



Premium Finish Spotlight: Soft-touch membership cards give a new member's first physical touchpoint the same energy and polish as their first workout.

Print on Demand: Order on demand in low quantities and personalize welcome packets, class schedules, and referral cards by individual location through a self-service ordering portal.

Retention Starts Before the First Workout

Members decide whether a gym feels like the right fit within the first few visits, often before they've built a routine. Consistent, motivating printed materials at onboarding and in the first weeks reinforce that decision when it matters most.

Every member touchpoint is an opportunity to reinforce why they joined.