



# How We Helped Make Strategic Signs To Improve Store Experience

**Brand**  
Gym & Fitness Studio  
**Business Type**  
Retail  
Hospitality  
**Services**  
Design & Engineering  
Fabrication  
Routing

**Concept**  
A fitness franchise specializing in infrared workout sessions sought to enhance customer experience and streamline navigation. We stepped in with intuitive signage, allowing members to easily locate workout rooms, follow session instructions, and enjoy a seamless fitness journey. By reducing the need for staff assistance, the signage improved overall efficiency while enhancing the customer experience. Additionally, we printed motivational signage to reinforce the brand, creating an engaging and inspiring workout environment.

## Challenge

Enhance the customer experience with seamless and engaging signage by incorporating diverse materials.



## Solution

# 700

Global Locations

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# 40%

Engagement Increase Via QR Scans

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To eliminate confusion about room assignments, we created large, high-contrast wayfinding signs to clearly label each workout space. To address uncertainty around infrared workout benefits, we printed wall-mounted guides with step-by-step breakdowns.

Additionally, we produced QR code signage linking to the customer's app for schedules and best practices, along with heat acclimation tips near entrances to guide new users. Finally, to provide clear instructions on hydration, cooldowns, and workout duration, we crafted dimensional acrylic and metal motivational signage that reinforces the brand's voice.