LAUNCH MERCH AT YOUR GYM

A practical guide for gym owners, from one gym owner to another.

Good gym merch does three jobs. It makes your members feel part of something, it carries your name out into the community, and it can bring in extra income for the gym. This guide walks you through launching a range, from the first idea to the first order.







1. DECIDE WHAT THE RANGE IS FOR

Before you look at products, decide what you want the range to achieve. Different goals lead to different choices.

- **Member pride:** everyday tees and hoodies that people want to wear outside the gym.
- **Fight team identity:** matching shorts, tees and rash shirts for training and event day.
- **Retail income:** a few reliable items that members can buy at the front desk.
- **Promotion:** gear that gets your name seen at events, in the community and online.

Most gyms have more than one goal. Choosing a main one keeps the range focused while you test what your members want.

2. START SMALL AND USEFUL

You do not need a full catalogue on day one. Start with a handful of items your members already use or ask about.

IF YOUR MEMBERS TRAIN IN	GOOD FIRST ITEMS
Muay Thai	Muay Thai shorts, dryfit tees or singlets, hoodies
BJJ and grappling	Gis, rash shirts, belts, MMA shorts
Boxing	Gloves, boxing uniforms, hand wraps, tees
A mix of everything	Tees and hoodies first, then add gear that suits each program

3. GET YOUR BRANDING READY

Your logo is the centre of the whole range, so sort it out first. Find the best quality version you have, and decide on one or two main colours. Simple designs usually look sharper and are easier to repeat across different products.

- Gather your logo files, ideally vector files. Our artwork guide explains what to send.
- List your brand colours.
- Think about where the logo sits on each item, such as the chest, the back or the leg of a pair of shorts.





4. CHOOSE EXPRESS OR BESPOKE

Express means choosing products from our catalogue, then adding your logo and colours. You get standard wholesale pricing, low minimum quantities and easy reordering. It is the simplest way to launch, and the best place to start for most gyms.

Bespoke is your own range, designed from scratch, with custom labels, fabrics and trims. Pricing is quoted to your order and the minimum order is 100 units. It suits brands and larger runs.

> **TIP**
> A good approach is to start with Express to test what members want, then move to Bespoke once you know which pieces sell.

5. APPROVE YOUR MOCKUP

Before anything is made, we prepare a free mockup so you can see your design on the product. Check the logo placement, the colours and the spelling of every name, then approve it. Production starts after approval.

6. LAUNCH IT PROPERLY

- Tell your members before the gear arrives, and show the mockups.
- Launch at a grading day, an event or a social night, when the whole gym is together.
- Put samples where people can see and touch them, such as the front desk.
- Have your coaches and fight team wear it first.
- Share photos online with your gym tagged.

7. COLLECT ORDERS AND SIZES

If you are selling to members, a pre order is a low risk way to start. Open orders for a set period, collect names, sizes and payments, then place one order for the whole group. Our sizing guide has tips on collecting sizes from a group.

8. WATCH WHAT SELLS AND REORDER

Keep a simple record of what sold and which sizes ran out. Reordering is easy once your designs are set up, so you can top up the pieces your members love and drop the ones they do not.





YOUR LAUNCH CHECKLIST

- [ ] I know what the range is for.
- [ ] I have chosen a small first range.
- [ ] My logo files and brand colours are ready.
- [ ] I have chosen Express or Bespoke.
- [ ] I have approved my mockups.
- [ ] I have a launch plan for members, events and social media.
- [ ] I have a way to collect orders and sizes.

READY TO GET STARTED?

Request wholesale access to see every product and your wholesale pricing.

Request access →

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