Bert Holland – ID Works – Bronze Level SPN Member ….

Bert Holland, with ID Works, is very driven and dedicated to what he loves about the fitness industry – branding….

Bert's background serves him well, coming from the print advertising business, at one time working for 3M as a contractor and printer. He started Big Image Graphics and began working on large image graphics, billboards and large images like are seen in Times Square in New York. Eventually vinyl applications replaced painted billboard advertising, which changed the entire production process in the industry. Bert seized the opportunity to become one of the first to buy the large printers needed to produce the vinyl ads for billboards.

In 2001 Bert sold his interest in Big Image Graphics and started ID Works. Some of his accounts included Gap, Old Navy and Ann Taylor. When this morphed into interior branding, Bert's creativity really took off. By the early 90's retail indoor and outdoor advertising and branding developed into the same business and Bert's company was well embedded into the industry.

During a big project in Tyson's Corner, Virginia, Kirk Galiani saw Bert's work and contacted him about doing some graphic displays and interior signs for Gold's Gym. In the beginning of his introduction to the brand, Bert did printed, branded graphics like murals, posters and large banners. He later offered everything that makes Gold's Gym look like Gold's Gym.

It all started with the GGI corporate gyms in Austin and San Antonio , TX. Bert then worked on Bruce Ebel's and Leo Gutierrez' clubs in Maryland. With every job he did he has learned a lot. Bruce was instrumental in the branding packages put together for Gold's Gym. He knew what would work because he has an eye for the way gyms should look.

Seeing and hearing about the finished product he had produced, franchisees started calling Bert about their gyms. Since then Bert has become well known to Gold's Gym when it comes to branding.

Says Bert, "We got to a point where we realized we were not building just a place to swing iron anymore. We are now really building *clubs* not gyms – "

ID Works now does the branding throughout the gym, including way-finding and rules signs indoors and large branded signs outside the club.

Many people also don't know that Bert has a whole series of ID Works owned art that is branded exclusively for Gold's Gym.

On the personal side, Bert's oldest son is 28 years old – communications person for The Rocky Mountain Institute, an environmental think tank. A 17 year old son is a senior in High School and his 14 yr daughter is freshman in High School and is participating in a special art program. The youngest, 10 yr old surprise son, Max, is Bert's fishing partner! Bert's lovely wife of 18 years, Rhonda, is an Associate Youth Minister at their church in Richmond, VA.

Story featured in September, 2009 GGFA Newsletter

Gold's Gym Franchisee Association
245 Peachtree Industrial Boulevard, Suite 100 | Sugar Hill, Georgia 30518
Office: 678-730-0815 | Fax: 770-614-0909
www.ggfa.info