

GYM QUILLOW

CASE STUDY



INDUSTRY: Healthcare services

END USER: Fitness center guests

OBJECTIVE: Essentia Health is a national leader in providing high-quality, cost-effective, integrated healthcare services. As such, encouraging fitness amongst their employees and in the communities they serve is important.

ITEMS: The Gym Quillow is an ultra-soft and lightweight microfiber towel that folds up into its own, convenient pouch. Fitting into any sports bag, this towel is not just for the gym. Take it to yoga class, running or on a bike ride.

RESULT: The Gym Quillow was made available in their fitness center and at sports-related events that Essentia Health sponsored.

RESPONSE: Great to use while working out, the Gym Quillow is perfect for anyone who likes to keep fit. Lightweight and compact, it easily fits into any sports bag. It is highly absorbent and dries quickly, avoiding any potential mildew smells. Essentia Health hopes that this gift will inspire recipients to maintain a healthy lifestyle and to go to the gym more regularly!