

For Immediate Release

## GSP Wins Two Silver ADDY Awards for Holiday Card

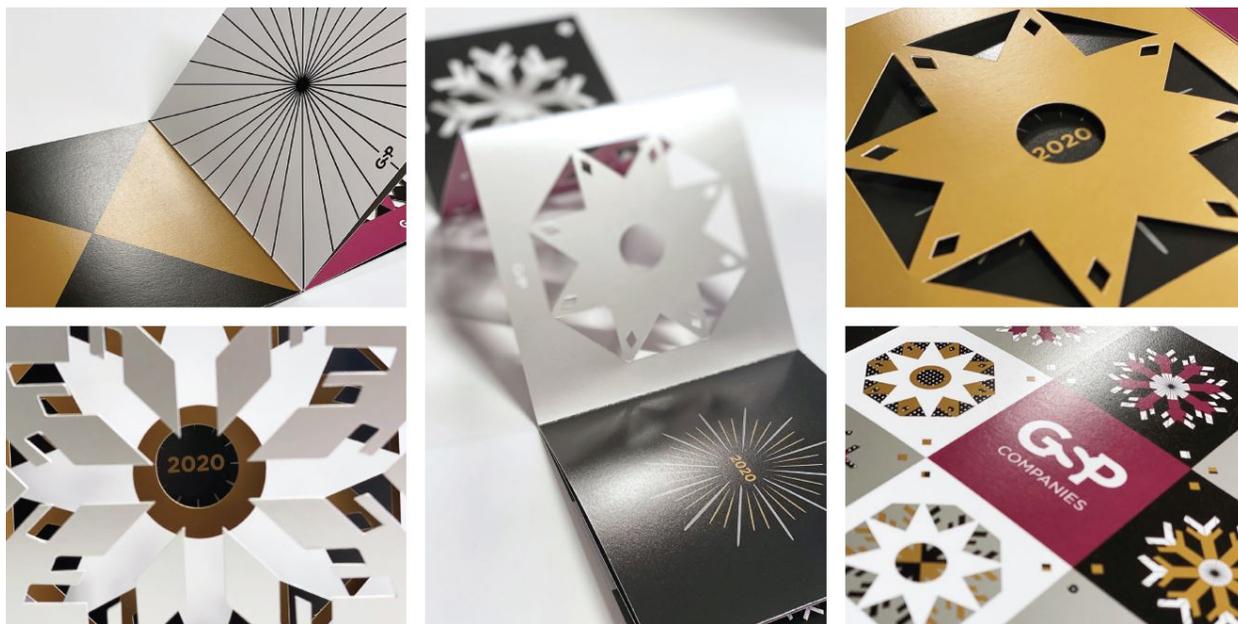
**Clearwater, Fla., Feb. 24, 2020** – GSP, a leading provider of end-to-end retail services and solutions, has won two silver ADDY awards for its 2019 holiday card at the AAF Tampa Bay (American Advertising Federation) ADDY Awards Gala held in Tampa on Feb. 20.

“Holiday Card 2019” won in both the Sales & Marketing, Advertising Industry Self-Promotion Collateral - Special Events Materials category and the Sales & Marketing, Direct Marketing Direct Mail - 3D/Mixed category.

“The holiday season is the perfect time to thank our clients,” said GSP’s CEO Geoff Neuhoff. “Our annual holiday card has become a special tradition for GSP and the positive feedback we continue to receive from our clients is incredible,” added Geoff.

“We’re honored to be recognized by the AAF and to be chosen from 40,000-plus creative entries,” said GSP’s VP of Design Services Steven Cohen. “The focus of our holiday card was a 2020 vision of peace and joy and the gift of giving with donations made on behalf of our many clients’ charities of choice,” explained Steven.

The multifold card featured a variety of different intricately designed and laser cut holiday images allowing recipients to cut and create their own combinations to form a kaleidoscope effect.



**About GSP**

Founded in 1978, GSP provides industry leading retail solutions that drive traffic, reduce costs and enhance customer experience. GSP delivers 100% stores-specific in-store marketing programs to more than 70,000 retail locations from its four G7 print and fulfillment facilities throughout the U.S. GSP also offers turnkey design, manufacturing and installation for full-scale store remodels and décor refreshes. GSP's award-winning design team supports visual merchandising, photography and graphics. Additionally, GSP's AccuStore® store intelligence technology maintains a single source of accurate site data to help retailers target their growth initiatives to the specific needs of each store. For more information, visit [gspretail.com](http://gspretail.com).

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