



For Immediate Release

GSP Expands Capabilities and Accelerates Speed to Market With Acquisition

Aggressive Growth Drives Purchase of Kansas City-Based Full-Service Digital Printing Company

Clearwater, Fla., Feb. 12, 2020 – GSP, a leading provider of end-to-end retail services and solutions, today announced it has purchased substantially all the assets of Custom Color Corp. in Lenexa, Kansas resulting in a strategic merger of two leaders in retail marketing and store-level execution.

“We are proud to announce another exciting milestone in GSP’s 42-year history,” said GSP CEO Geoff Neuhoff. “Custom Color shares our vision and passion for innovation, quality and service. This merger allows us to expand our capabilities and better accommodate the demands of our growing customer base,” Geoff explained.

Custom Color’s 100K+ square foot facility offers state-of-the-art digital production capabilities and supports graphics programs for leading national retail and consumer brands.

“This new Kansas City location will become GSP’s fourth production facility enabling us to further reduce lead times and minimize shipping costs for our retail customers nationwide,” said Geoff.

Custom Color’s CEO and President, Matt Keith, who will join GSP’s leadership team and continue to lead Custom Color as a division of GSP, added, “This is a historical turning point for the Custom Color team. Joining forces with GSP creates endless opportunities for Custom Color’s clients, who will benefit from GSP’s state-of-art store profiling and execution management technology, AccuStore. Our team in Lenexa has supported phenomenal growth over the past several years and looks forward to doing so on an even greater scale as part of GSP.”

“Just as we’re expanding our existing operations in Florida, Wisconsin and Utah. GSP will be expanding the Custom Color operation through additional equipment investment and an increase in the workforce,” said Geoff. “Both companies are lucky to service some of the best brands in retail and we are excited to see this merger translate into better results for their stores!”

Peter Schaefer of New Direction Partners represented Custom Color in the transaction. Greg Bosl of Endeavor Strategies represented GSP.

About Custom Color Corp.

Founded in 1969 as a photography processing studio, Custom Color has become a leader in graphics production over the past 50 years. The Kansas City-based operation runs as a full-service, digital printing company known for innovation and quality. With best-in-class technology and experienced leadership, Custom Color supplies graphics to leading consumer and retail brands throughout the US.

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.

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