



Installation Announcement

August 21, 2025
Anaheim, CA

For more information, contact Jenna Schmidt with Rollem International at (800) 272-4381.

GSP Investment in Automation Drives Value for Customers

CLEARWATER, Fla., Feb. 19 2024 – GSP announced today the company will be expanding automation of store-specific fulfillment with the acquisition of two Insignia 7 rotary die cutters from Rollem. The new equipment is located at GSP's fulfillment centers in Provo, UT and Clearwater, FL.

The combination of digital presses and rotary cutters drives value for GSP customers with more efficient store specific fulfillment programs. The rotary die cutters allow for implementation of store-specific kit building without requiring picking from an assembly line. This improves speed-to-market efficiency for POP customers.

"We continue to explore equipment choices and methods that drive savings for our clients," said Elaine Scrima, Executive Vice President of Operations at GSP. "We can produce more high-impact POP without a reduction in quality and faster turnaround."

About GSP

GSP provides industry leading retail solutions that drive traffic, reduce costs, and enhance customer experience. GSP delivers 100% store-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 retail environments, 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. Founded in 1978, GSP's companies include Great Big Pictures and Custom Color, which supply graphics, visual merchandising, and retail execution to leading consumer and retail brands throughout the United States.

For more information on Insignia and Rollem products, visit www.rollemusa.com or call (800) 272-4381. To contact GSP, visit www.gspretail.com. Email: marketing@gspretail.com