

Acquisition puts Clearwater retail marketer GSP in balance act with Guess, Circle K

Jun 22, 2015, 2:24pm EDT Updated Jun 22, 2015, 4:35pm EDT

Wade Tyler Millward

Tampa Bay Business Journal

Share ▾

It's business as usual at GSP's Clearwater headquarters, despite the retail marketer's executives working to integrate a new vertical.

The printing company, best known for printed signage for the likes of Circle K, is meshing cultures with its latest purchase, Great Big Pictures, a similar company in Wisconsin that services fashion retailers such as Guess (NYSE: GES), Under Armour (NYSE: UA) and H&M.

Moving into a new retail area doesn't scare COO Kevin Farley. The trick is autonomy. With both GSP and Pictures achieving separate success, their recent union doesn't mean disturbing the formula.

"All of this is for nothing if any side loses a customer," Farley said. "What were we doing three months ago? Making customers happy. That's got to remain."

This is a growth year for GSP, Farley said. The company settled on Pictures after vetting similar companies because Pictures reminded GSP executives of where they were five years ago.



DAVID PAUL MORRIS / BLOOMBERG

An employee opens the door to the Guess? Inc. store in the Stonestown Galleria mall in... more



Pictures isn't behind the times, but it's differences in how it conducts business and manages production provide a fitting complement to GSP, Farley said.

GSP, about 40 years old, has grown its inventory and store management software offerings over a decade. In the past five years, it's shifted from gaining clients based purely on performance to now outbidding other companies on contracts for lengthier relationships.

It's a move COO Kevin Farley said he didn't see coming five years ago. Pictures, on the other hand, does not chase requests for proposal and was focused on print.

Now, GSP can add its software services to Pictures while adopting some better print production processes from the Wisconsin company. The result, according to the plan, is more complete packages for both sets of clients.

It's a balancing act, Farley said. The nearly 200 Florida employees are sticking to convenience stores they know. They won't jump into Guess like Pictures won't jump into Circle K.

But innovation is innovation, even in retail. Farley believes GSP's innovations will translate to his new fashion clients.

"I hope it's an easy conversation," he said. "We have no reason to be nervous. We have a big team, the facility and the equipment. And, of course, the people."

COURTESY

GSP is based in Clearwater.... more



Kevin Farley, GSP COO

RELATED CONTENT

MANUFACTURING

Clearwater retail marketing service GSP makes Wisconsin deal

BANKING & FINANCIAL SERVICES

Eight Tampa Bay leaders named Entrepreneur of the Year finalists

BIZSPACE SPOTLIGHT



Property Spotlight: Holiday Inn Express, Tampa - Fairgrounds/Cas

[See All Bizspace Properties](#)

Want **Tampa Bay Media & Marketing** news in your inbox?
Sign up for our free email newsletters.