

GSP to Provide POP for Thorntons, ampm and ARCO

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Photograph courtesy of Thorntons

CLEARWATER, Fla. — Thorntons and ampm have selected retail services provider GSP to provide point-of-purchase (POP) services to the bp-owned convenience-store chains' more than 1,350 locations.

GSP will provide store-specific kits directly to Thorntons, ampm and ARCO stores from a multi-plant network, designed to support large national marketing programs.

“GSP has provided the Thorntons team with robust account management and execution for nearly a decade,” said Amy Nicholson, senior manager of digital and loyalty marketing at Thorntons. “Thanks to their nationwide network of facilities and the strength of their Account support team, Thorntons was eager to share the success that came of that partnership with our new colleagues at ampm and the parent company, BP.”

GSP is also offers a cloud-based retail intelligence platform, AccuStore, which supports the full retail marketing process from building and maintaining store profiles to determining accurate distributions for in-store marketing campaigns and the complete retail marketing processes in between.

Clearwater, Fla.-based GSP provides retail solutions that drive traffic, reduce costs and enhance customer experience, it said. GSP delivers 100% store-specific in-store marketing programs to more than 60,000 retail locations from its four G7-certified print and fulfillment facilities. GSP also offers turnkey design, manufacturing and installation for full-scale store remodels and decor refreshes. The company's design team supports retail environments, visual merchandising, photography and graphics. Additionally, AccuStore store intelligence technology maintains a single source of 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.

Houston-based bp's portfolio of U.S. brands spans 7,300 sites in 35 states, including bp, ARCO, ampm, Amoco and Thorntons. It has different retail models across the country, ranging from company-owned retail stores, strategic partnerships, brand licensing, wholesale, business-to-business, dealer-owned and franchise-owned locations.