

Success Story



Delivering new POP set for rebranded coffee destination



THE CLIENT

Boyd Coffee Company, founded in 1900 in Portland, Oregon, is one of the oldest family-owned coffee companies. Boyd's Coffee is available in thousands of c-stores, hotels and restaurants across the United States and Canada.

THE CHALLENGE

Boyd's challenged GSP to update their coffee bar with new POP to create a streamlined set that could be used in all retail locations for a consistent look—and help solidify the brand. GSP recommended new fixtures, POP materials and graphics that would create a unique go to coffee destination for Boyd's that could be implemented anywhere and easily maintained from store to store.

THE SOLUTION

GSP played a pivotal role in creating Boyd's new coffee bar set which consists of several key components: shadow box frames, wallpaper graphics, brushed aluminum wraps and other equipment decals. Boyd's personnel were given detailed instructions of what to order for the new sets and how to execute in-store based on the size and style of each account. In addition, GSP provided POPAssetManager™ for improved inventory management and 24/7 online ordering—enabling Boyd's personnel to quickly order new sets or replacement graphics at their convenience.

Success Story



GSP POPAssetManager™





User: Courtney Burch

Inventory Items - SHADOW BOX FRAME

Customer: 99999

Sort By: Promotion Text

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	<p>Part Number: E058227</p> <p>Sign Type: Shadow Box Frame - Inserts</p> <p>Promotion Text: 1-Shadow Box Frame Insert - Glazed Donut Cappuccino</p> <p>Width X Height: 23.875 X 18.000</p> <p>Stock Type: 48X96 20PT STYRENE</p> <p>Price: \$12.92</p> <p>GSP Item ID: SHADOW BOX FR BOYD14630-62805923</p> <p>Quantity On-hand: 250 In-Stock Add to Cart</p>
	<p>Part Number: E058232</p> <p>Sign Type: Shadow Box Frame - Inserts</p> <p>Promotion Text: If you want to spend \$3 on coffee, buy 3 cups of ours. Any Size, 99c (Any Size 99c - Shadow Box)</p> <p>Width X Height: 23.875 X 18.000</p> <p>Stock Type: 48X96 20PT STYRENE</p> <p>Price: \$12.36</p> <p>GSP Item ID: NEW ITEM# BOYD12824-65462560</p> <p>Quantity On-hand: 408 In-Stock Add to Cart</p>
	<p>Part Number: E058235</p> <p>Sign Type: Shadow Box Frame Island Add on Kit</p> <p>Promotion Text: Island Set Add-on Kit (includes 1 vertical adjustable upright with bases (not attached), 1 horizontal bar (48" in length), and 3 black sintro panels with hangers (15.25"wx42"). Individually Packed.</p> <p>Width X Height:</p> <p>Stock Type: NO STOCK/ SERVICE CHARGE ONLY</p> <p>Price: \$180.16</p> <p>GSP Item ID: HARDWARE BOYD12103-44860367</p> <p>Quantity On-hand: 3 Time to Re-Order Add to Cart</p>
	<p>Part Number: E058238</p> <p>Sign Type: Shadow Box Frame Island Base Kit</p> <p>Promotion Text: Island Set Base Kit (includes 2 vertical adjustable upright with bases (not attached), 1 horizontal bar (48" in length), and 3 black sintro panels with hangers (15.25"wx42"). Individually Packed.</p>



“We’ve been very pleased with our collaboration with GSP during the development and execution of our brand re-launch,” said Cynthia Hswe, Boyd’s Director of Strategic Marketing. “From the initial brainstorming and design phase to bringing it to market, GSP has always strived to provide us with the best solution to any design or structural challenge we posed to them. We love the brushed aluminum stock on the coffee airpot wraps - they have become the ‘jewel in the crown’ of the new set. And POPAssetManager is great for tracking inventory and has improved our ordering efficiency and accuracy tremendously.”