

MEDIA RELEASE

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JCDecaux printing plant GSP Print celebrates golden anniversary

The printing company behind many of Australia's most famous billboards is set to celebrate 50 years in business.

GSP Print, the company responsible for printing ads for leading Out-Of-Home advertising company JCDecaux, marks 50 years of operation in 2020, along with its status as the leading provider of high-quality, cost-effective printing and finishes for Out-Of-Home advertising in Australia.

The printing plant, based in Sydney's Preston and which originally opened in Adelaide in the 1960s, began its operations producing paper billboards, and now prints nearly 6,000 billboard ads annually, along with around 200,000 signs for street furniture and transit advertising.

Its 40-strong team is also committed to the printing business, with many clocking up over a decade of service to the company.

JCDecaux Head of Production, Transit and Sustainability, Jose Sanz, said JCDecaux and GSP Print have been working together for 20 years and the print industry had significantly changed over the past 50 years, with the mass influx of new technology and ideas.

"As technology has changed, so have we - we've moved from paper to screen printing to digital, and everything has become much faster and more efficient," he said.

"As a business, we're always looking to the future and our focus is sustainability - we're investigating new materials and printing processes, as well as projects like solar power; we want to find ways to make our plant more environmentally friendly, in line with JCDecaux's commitment to sustainable practices globally."

Despite the growing emergence of digital technology in Out-Of-Home advertising, Sanz believes static billboards have an important place in the advertising landscape.

"They're really one of the only mediums that give an advertiser a 100% share of voice. And, with print technology continuing to produce sharper, high resolution images, they look great as well," he said.

JCDecaux Australia and New Zealand CEO, Steve O'Connor, said the company was proud to help GSP Print mark this important milestone.

“We’ve been incredibly lucky to work with GSP Print for many years and their longevity is a direct result of their service,” he said.

“The quality of GSP’s work and ability to adapt to an ever-changing environment has made them leaders in the printing industry and we’re excited to see them continue to grow.”

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About JCDecaux

JCDecaux is the number one out-of-home media company worldwide, with more than 1 million advertising panels in more than 80 countries and more than 13,000 employees. For FY19, JCDecaux reported revenue of approximately €3,890 million. Incorporated in 1964 in France, JCDecaux was listed on the Paris Stock Exchange in 2001. JCDecaux has been providing high quality, architecturally designed street furniture in Australia since 1997. Its Australian and New Zealand businesses includes 40,000 assets spanning airports, rail, transit, static and digital billboards.

Key figures

- 2019 revenue: €3,890m
- Present in 4,030 cities with more than 10,000 inhabitants
- A daily audience of more than 800 million people in more than 80 countries
- 13,030 employees
- Leader in self-service bike rental scheme: pioneer in eco-friendly mobility
- 1st Out-of-Home Media company to join the RE100 (committed to 100% renewable energy)
- JCDecaux is listed on the Eurolist of Euronext Paris and is part of the Euronext 100 and Euronext Family Business indexes
- JCDecaux is recognised for its extra-financial performance in the FTSE4Good index and the MSCI and CDP ‘A List’ rankings
- 1,061,200 advertising panels worldwide
- N°1 worldwide in street furniture (528,660 advertising panels)
- N°1 worldwide in transport advertising with more than 170 airports and 277 contracts in metros, buses, trains and tramways (326,970 advertising panels)

- N°1 in Europe for billboards (137,020 advertising panels)
- N°1 in outdoor advertising in Europe (645,540 advertising panels)
- N°1 in outdoor advertising in Asia-Pacific (239,300 advertising panels)
- N°1 in outdoor advertising in Latin America (72,880 advertising panels)
- N°1 in outdoor advertising in Africa (24,170 advertising panels)
- N°1 in outdoor advertising in the Middle East (16,450 advertising panels)