



GPC partners with FUSIONPLUS DATA to provide resellers an opportunity to offer new product categories to their customers and to grow sales in new markets.

GPC is the leading trade-only supplier for Handling, Access and Storage products in the UK. With a wide range of UK manufactured and imported products, GPC can offer everything you need to access, move and store products in all workplace environments from offices and facilities management to warehouses and factories.

Starting with over 1,200 products, the GPC product file will grow closer to 2,000 SKUs within a few months.

The product portfolio includes trusted brands such as Fort Access Equipment, Fort Handling Equipment, ProPlaz Trolleys, Vulcan Lifting Equipment, G-Truck Pallet Trucks, Apollo Trucks & Climb-It Steps.

Through this new partnership, GPC will be able to provide fully optimised copy, images, videos and further content to over 1,000 office products resellers in the UK and the product file will be refreshed regularly, allowing resellers to stay up to date with the latest product ranges and associated enriched content.

Alex Clarke, Managing Director at GPC, said: “We’re delighted to be able to partner with Fusion and make our products available to a network of forward-thinking office equipment dealers. Our products will help them to maximise sales from active customers and also to reach new types of customers. All customers who buy office equipment products are also using our type of equipment, so the GPC catalogue will provide the opportunity to offer the customer more from their existing, trusted supplier. Our wide portfolio will also help to expand into new types of customers.”

Steve Bilton, Managing Director of FusionPlus Data, adds “Genuinely overjoyed to welcome GPC to the FusionPlus supplier partner family. As dealers diversify into other categories, I have no doubt that GPC’s extensive product range will prove to be an invaluable addition to the portfolio of products the dealers can offer to their customers to increase sales and share of wallet”

To find out more about how we can help, please contact marketing@gpcind.co.uk

For sales enquiries, please contact sales@gpcind.co.uk