



**GSB Industries**



**Jenna Marlow**

# Media Kit

May 6, 2024

Public Relations Practitioner

# Executive Bio David Marlow

CO-Owner and CEO



David Marlow is the co-founder, co-owner and CEO of GSB Industries, a paint booth distribution company that installs, maintains and refurbishes paint booths and other products in the automotive and industrial equipment space. GSB Industries currently operates in 20 states with over 50 employees.

Marlow began working for DuPont Automotive Refinish right after college, which led to his move from Herrin, Illinois, to Chicago, Illinois in 1992. After leaving Dupont in 1997 for an opportunity to be the General Manager of ACS of Georgia, he discovered his passion for business ownership. He became a minority owner in 2002 and bought the company outright in 2007. During his ascent to success as a part owner of ACS of Georgia, Marlow recognized another opportunity and subsequently founded GSB Industries in 2006.

In 2018, Marlow seized an opportunity to sell ACS of Georgia to the private equity firm PNC Riverarch Capital, capitalizing on the presence of private equity in the distributor market. He stayed on to help the transition until 2020. In April 2020, Marlow redirected all his attention to GSB, leading to rapid growth, which has continued unabated ever since.

Marlow oversees all of the sister paint booth entities that are under the GSB umbrella. They are Bill Fowler Industries LLC, Indiana Spray Booth LLC and TB Service & Paint Booths LLC.

Marlow was born and raised in Herrin, Illinois, where his talent for juggling multiple responsibilities emerged early on. As a student-athlete, he excelled in both academics and wrestling, earning his bachelor's degree in business administration from Eastern Illinois University in 1992.

GSB Industries was honored with the Distributor Excellence Award for Global Finishing Solutions in 2023.

Marlow is a proud husband and father to his two children. When he is not working or with his family, he is an avid outdoor enthusiast who enjoys wake surfing, golfing and snow skiing in his leisure time.



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# Executive Bio Bob Johnson

Owner-Operator



Bob Johnson is the owner-operator of GSB Industries, a paint booth distribution company that installs, maintains and refurbishes paint booths and other products in the automotive and industrial equipment space. GSB Industries currently operates in 20 states with over 50 employees.

Johnson oversees all operations and chooses to lead as a hands-on boss. He believes in learning through experience, a principle that has also contributed to his own success.

Johnson and fellow owner David Marlow were college roommates, and Marlow brought Johnson into GSB Industries as the owner-operator in 2006. Despite Johnson's background in construction management and little experience in paint distribution, Marlow recognized his potential.

He saw an opportunity to work alongside his college best friend and bring their families together, so he couldn't decline. Now, Johnson manages and supervises all body shop operations, spearheading GSB's success for nearly 20 years.

Born and raised in Indiana, Johnson graduated from Eastern Illinois University as a college athlete, earning his bachelor's degree in teaching and physical education while wrestling for five years.

A defining moment in Johnson's career was when GSB upgraded from a 5,000 square foot building to a 22,000 square foot building due to the company's massive growth.

Above all else, Johnson prioritizes his family. A soon-to-be grandfather, proud father, and husband, he also enjoys hunting, fishing, and is an avid bourbon collector.



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# Executive Bio

## Andrew Coleman



Andrew Coleman is the Vice President of Sales & Operations and owner-operator of GSB Industries. Coleman started his career in commercial construction and project management which enabled him to quickly transition into the paint booth industry in 2017. He joined the GSB team in 2020.

With over 15 years in sales and operations, Coleman leverages his background to bring a customer-centric approach to GSB. He is instrumental in GSB's expansion efforts, overseeing mergers and acquisitions of multiple companies under the GSB umbrella.

Under his leadership, the company's sales and operations teams now serve clients across 20 states.

A Georgia native, Coleman is passionate about the outdoors. In his free time, he enjoys hunting, fishing, tennis, and wake surfing.



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# Executive Bio

## JP Uren

CO-Owner and President



JP Uren is the co-owner and acting president of GSB Industries, a paint booth distribution company that installs, maintains and refurbishes paint booths and other products in the automotive and industrial equipment space. GSB Industries currently operates in 20 states with over 50 employees.

Uren began his career at Dupont after completing his college education. Recognizing an opportunity, he transitioned to ACS of Georgia, where he achieved success and eventually became a part owner. During his tenure as co-owner of ACS, Uren identified another promising business opportunity in the paint booth distribution industry, leading to the founding of GSB Industries in 2006. Simultaneously, both of his businesses experienced growth and attracted more buyers, leading to the successful sale of ACS to a private equity firm in 2018.

As acting president, Uren drives sales and leadership through high-level personal relationships.

Uren was born and raised in central Wisconsin, where he attended the University of Wisconsin-Platteville. He earned his bachelor's degree in economics with a minor in business.

Uren considers the pivotal moment in his career to be the establishment of GSB Industries, where he could proudly make decisions rather than simply following them. This was the driving force behind the creation of GSB - to contribute to a positive and well-established paint booth company.

A proud husband and father, Uren enjoys hunting and fishing in his free time.



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# GSB Industries: A Fact Sheet

## Company Overview

- Owned by David Marlow, Bob Johnson, JP Uren and Andrew Coleman.
- Location: 3020 Trotters Pkwy, Alpharetta, GA, 30004
- Focuses on distribution of Global Finishing Solutions paint booths and other automotive & industrial equipment.
- Currently operates in 20 states with over 50 employees.
- Services include sales, installation, maintenance and refurbishing paint booths. Selling and installing airlines, air compressors, filter media and air filtration systems.

## History

- Founded in May 2006
- Started in Atlanta, GA, and rapidly expanded to servicing multiple states with over 50 employees.
- Owners were a large player in the automotive coatings business until 2018. Then sold the paint business to PNC Riverarch Capital to focus on equipment offerings.

## Mission

- Deliver unmatched customer service in the automotive and industrial equipment business
- Complete projects on time, within budget and with a focus on quality

## New Releases

- GFS Ultra XPI paint booth will be released on March 1, offering unparalleled performance with enhanced air flow and dry time.
- Features an ecologically friendly environment, industry-leading controls and state-of-the-art natural lighting system.

## Projects

- Partnering with a nuclear power plant and a major urban transportation company.
- Have completed two international projects in Mexico City
- Secured contracts with two technical colleges for booth equipment purchases, marking the first time in company history.

## Growth and Expansion

- Expects an 80% growth rate in sales
- GSB aims to expand nationwide within the next three to five years.
- New expansion and locations in Indiana, Alabama and Tennessee.
- Plans to add 20 additional employees, contributing to the local economy in Alpharetta, GA.



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## **GSB Industries, Inc. (DBA: Georgia Spraybooth): Backgrounder**

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### **Summary**

GSB Industries specializes in the distribution of Global Finishing Solutions paint booths and comprehensive services for paint booths across the eastern United States. The services they include within paint booth distribution include installation, maintenance and refurbishing. While paint booth sales and service represent 70% of the revenue, they also sell any and all other equipment associated with collision centers and industrial facilities such as airlines, air compressors, filter media and air filtration systems. They also offer turnkey solutions for small to medium-sized industrial construction projects such as steel buildings, garage doors and concrete work to house paint booths. GSB is owned by David Marlow, Bob Johnson, JP Uren and Andrew Coleman.

### **History**

In 2005, three friends in the automotive paint business identified a lack of efficiency and professionalism within the equipment services business for their metro Atlanta customers. They then soon formed GSB Industries in May 2006 in Atlanta, GA. The company expanded rapidly from servicing spray booths to handling compressors, frame racks, and more for collision centers, car dealerships and industrial clients. With their goal of excellent customer service, GSB Industries continued to rise, now operating in 20 states with over 50 employees. In 2018, the owners sold their paint business to private equity firm PNC Riverarch Capital and put forth their full efforts with GSB and their equipment offerings and services.

### **Mission**

Their mission is to provide unmatched customer service in the automotive and industrial equipment business while also educating and growing their customer and employee footprint. They also strive to complete projects on time and on budget, delivering a high-quality product.

## New Releases

The XP1 also offers an ecologically friendly environment, advanced contamination control and industry-leading controls which save energy and money. Their natural lighting system is also state of the art which allows technicians to match paint colors quickly while providing excellent lighting to complete the delicate work.

## GSB Opportunities within Industry

The automotive and industrial equipment business is very fragmented and generally consists of small firms with four to nine employees servicing a particular state or area. GSB sees a huge opportunity to expand this business nationwide within the next three to five years. Over the last 12 months, they have added satellite locations/entities in Montgomery, Alabama (BFI Industries, LLC) servicing Alabama, Mississippi and the panhandle of Florida and in Indiana (Indiana Spray Booth, LLC) servicing the midwestern states, servicing Tennessee (TB Services & Paint Booth LLC). They have completed jobs in Colorado and Kansas as well and plan to march west as their marketing efforts continue to take hold.

They have also landed a nuclear power plant job and a major urban transportation company project that will almost double 2023 sales and take 6 months to complete. GSB expects a staggering growth rate of 80% in sales for this year along with adding 20 additional employees helping the local Alpharetta economy.

GSB credits a lot of this growth to outside internet marketing firm The ConnectionModel. The relationship started last April and they have helped GSB move their Google placement up the list on their keyword phrases. GSB has gone from page 5 to #1 listing on Google in Georgia in under a year with this outside marketing help. They are now working on their national Google placement. They also added a robust management system called Field Edge that has increased the efficiency of their field technicians and provides historical details and pictures of all projects in the database. This information is vital to GSB and their customers, which has also fueled the steep growth curve.

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**FOR IMMEDIATE RELEASE**

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**GSB Revolutionizes Automotive and Industrial Equipment Industry with Release of GFS Ultra XP1 Paint Booth**

*Setting a New Standard for Efficiency and Quality in Painting Technology*

ALPHARETTA, GA., Feb. 23, 2024—GSB Industries, leading distributor of automotive and industrial equipment, is proud to announce the release of the groundbreaking GFS Ultra XP1 Paint Booth.

The paint booth will be announced on March 1 at two of their larger collision center MSO's (Multi-Shop Operations) in Georgia and South Carolina. This innovative product sets a new standard for efficiency and quality in painting technology, reaffirming GSB's commitment to delivering cutting-edge solutions to its customers.

"The GFS Ultra XP1 will allow collision centers to save thousands of dollars per year on fuel and will help them get vehicles through the booth quicker and with less energy," said Co-owner David Marlow. "This revolutionary product reflects our dedication to providing top-of-the-line solutions that meet the evolving needs of our customers."

The release of the GFS Ultra XP1 Paint Booth underscores GSB's ongoing commitment to innovation in the automotive and industrial equipment industry.

For more information about GSB Industries and the GFS Ultra XP1 Paint Booth, please visit <https://gsbindustries.com/>.

**BOILERPLATE**

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# Against the Odds: GSB Industries' Journey from Reluctance to Resounding Success

If David Marlow knew the end from the beginning, he wouldn't have broken a sweat. Behind GSB Industries rise to success lies a story not of relentless effort but a lack thereof. While competitors repeatedly failed, co-owner David Marlow saw an opportunity where others saw only challenge.

Before GSB, Marlow was a previous owner of ACS of Georgia, a paint distribution company. During his tenure, he heard constant complaints from customers and business owners about the poor quality of their spray booth equipment and begged him to consider taking over the business.

"I wanted no part of the industrial equipment," remarked Marlow. "I just grew tired of their complaining."

After tethering back and forth, he and his fellow business partner finally landed on a decision.

"We didn't know anything about air compressors, but we knew how to run a business."

They decided to take on the job, and see how they could turn it around and change it for the better.

Marlow and his associate JP Uren, still the owners of ACS of Georgia at the time, were now juggling one company and starting up another.

"Tackling on a business when already managing another one was very difficult at the start," remarked Marlow.

The snowball started growing and growing, and they couldn't stop it. GSB Industries was finally turning a corner. Marlow decided to hire his college roommate, Bob Johnson, to run GSB. Johnson had experience in industrial equipment and realized he was better suited due to his background in commercial construction. Marlow knew he was the right man for the job.

In 2011, the company grew steadily and they began operating in a few states bordering Georgia. The steady growth continued through 2016, all the while Uren and Marlow basically acted like silent partners in GSB.

In 2016, they were making excellent progress in GSB, and realized a striking opportunity with their other paint distribution company: ACS of Georgia. They began to feel that the paint distribution industry was peaking and it was getting squeezed with competition and shrinking gross profit margins.

Recognizing the early stages of development in the spray booth and equipment industry, marked by consolidation and fragmentation, ACS emerged as one of the initial major players to be acquired by private equity firm PNC Riverarch Capital in March 2018, securing a significant payday and future financial benefits.

However, after two years with the company, Marlow decided to shift his entire focus to GSB in 2020, making it his top priority and business endeavor.

In 2020, GSB Industries experienced a remarkable surge in growth, doubling its workforce from 12 to 24 full-time employees within just nine months. They see no end in sight with the opportunities out there in the industry and are carefully growing their infrastructure to handle the sales growth and demand.

Marlow reflected on his journey, considering the move from paint distribution to industrial equipment as the best business decision he ever made.

"What began as a forced acquisition," he said, "evolved into one of my most successful ventures."

Marlow emphasized the importance of seizing opportunities and stating, "Taking risks is the most important thing in business."