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General Formulations Announces a Global Rebrand

SPARTA, MI – Since 1953, the General Formulations (GF) brand has grown by leveraging both capability and creativity to introduce solutions like print equipment, specialty inks, and a wide range of pressure-sensitive adhesive films. Today, GF is sharpening its focus, and with that comes a new look and feel.

Our new brand is intentional, keeping with historical colors to signify the continuation of our mission statement, (The General Formulations mission is to provide high-quality, customer-driven solutions with exceptional service to the graphics industry.), and the two dashes highlight/signify our two main product categories: GF Print Solutions and GF Cut Solutions.

GF Print Solutions encompasses all print engines, from our legacy Commercial Offset and Screen materials to options for Wide Format Digital, and our new Narrow Format Digital offerings for Production Print devices. These proven application solutions give you confidence and continuity allowing cross-platform use of print products with the same film, adhesive, and liner, regardless of your print method.

GF Cut Solutions include those materials designed for everything from high-speed plotters to sheet-fed craft cutters and is made up of materials like sign vinyl and paint mask films. As with GF Print Solutions, these are built for the end-use application and have the flexibility to be used across multiple cutter types.

"It's truly an exciting time for General Formulations," states Lisa Humrich, Vice President, Marketing & Product Development, General Formulations. "We have been consistently living this message and mission for years, with an incredible team, and the widest range of solutions in the industry. It's time to make it clear and get the word out with a new look and feel."

About General Formulations:

General Formulations is a leading Manufacturer of Pressure Sensitive Films headquartered in Sparta, Michigan with a global network of distribution partners and quick-ship warehouses in Atlanta, GA, Los Angeles, CA, and Cologne, Germany. To learn more, visit www.generalformulations.com.