

An online marketing portal makes everyday life easier for GSV's many departments

[GSV](#) is Denmark's leading rental provider of equipment for all building and construction tasks – whether it's hand tools for smaller construction jobs or large machines for building motorways, bridges and underground railways.

GSV has its head office in Hedehusene – encompassing 21 subdivisions and four on-site divisions spread across the country.

One-click marketing

There is a wide variation in the materials – i.e. signs and stickers for machines and light vehicles – that each department will need each day. Therefore, GSV needed a digital solution that could save time and resources for the departments and marketing.

On the joint [marketing portal](#), which Rosendahls developed in cooperation with GSV, the departments can log in and order the specific versions, quality, sizes and quantities required.

A good and long-lasting cooperation

Today, Stibo Complete delivers signs and stickers for GSV Materieludlejning A/S across the country, and prints marketing materials including leaflets, banners and catalogues.

In connection with GSV's acquisition of Ramirant in Denmark back in 2019, Rosendahls also handled the production and installation of facade signs and pylons throughout the country – and continuously assisted with updates at selected locations.

The portal has optimised the way we use our time and our work processes in marketing. Now all departments can use the portal to order signs, stickers and banners themselves, without us having to go through every single order. And we can trust that everything will be produced in the right colours and fonts – and in the high quality we want.

Anne Cecilie Lysbo

Director, Marketing and External Communications (CMO)

