

GSPI Completes Acquisition of Primo Chalk

GSPI previously disclosed its letter of intent to acquire Primo Chalk, a leading e-commerce retailer of fitness chalk that supplies workout chalk for a wide variety of sports and athletes. The company is pleased to announce it has completed that acquisition.

Primo Chalk has established a devoted online customer base during its 15 years of business by providing their proprietary formula of naturally antibacterial grip chalk for all athletes across America and beyond. Their unique chalk is manufactured and distributed out of Fort Worth, TX. Primo Chalk sponsors fundraisers, competitions, and expos throughout the year and is community driven. Brand awareness and recognition has naturally progressed through these events and continues to grow. These characteristics align perfectly with GSPI's values and mission to offer only the best to its customers.

Walmart will be launching Primo Chalk on the shelves by Fall of 2024. Primo Chalk was initially approved for 300 stores, but Walmart has determined that due to the high demand for Primo Chalk, its products would be successful in 780+ stores! This was a strategic move by the brand and the retailer and will result in reaching new customers and strengthening the loyalty of existing ones. Securing such a substantial increase in an already large distribution deal will require GSPI to raise working capital to support the extra production, inventory, staff, marketing capabilities, distribution, materials, and packaging.

"We are excited to complete our first acquisition and we look forward to the opportunities it will bring and the future growth it will provide.", says GSPI's CEO, Dennis Hopkins.

This first acquisition by GSPI is a testament to its commitment to growth and innovation and is only the beginning of the Company's plans for the future. With this valuable move, GSPI is poised to become a major player in both the e-commerce and retail markets, providing customers with the best quality products and services.

(817) 591-4577 or **admin@greenstarproductsinc.com**