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FOR IMMEDIATE RELEASE

## **Graphic Finishing Partners LLC to Partner with Spire Motorsports, Mutoh and General Formulations for 2023 NASCAR Efforts**

**MARYLAND HEIGHTS, MO:** (January 24, 2023) - Graphic Finishing Partners LLC, a leader in lamination equipment and supplies, is pleased to announce its partnership with Mutoh and General Formulations to support Spire Motorsports 2023 NASCAR efforts.

Collectively, all three companies will be the primary vehicle wrap solution for Spire Motorsports' Nos. 7 and 77 NASCAR Cup Series entries driven by Corey LaJoie and Ty Dillon, respectively.

Graphic Finishing Partners will provide Spire Motorsports with two laminators for its Mooresville, N.C., print shop filling an essential role in the team's vehicle-wrap operation.

"We are extremely excited to enter into this three-way partnership for 2023 to support Spire Motorsports," said Carl Hoffman, Dealer Manager, Graphic Finishing Partners LLC. "I have worked with Spire Motorsports in the past as well as Mutoh and General Formulations with other projects and I'm glad we could put this all together for the 2023 season."

Mutoh will support the team with inkjet printers and General Formulations will continue to provide the vinyl and laminate supplies for those components of the partnership.

"We're proud to capitalize on innovative partnerships like the ones we have Graphic Finishing Partners, Mutoh and General Formulations," said Spire Motorsports President Bill Anthony. "It's absolutely vital that our team has turnkey media printing, laminating and cutting operations in house. This unique, three-company partnership allows us to put our best foot forward every time we unload our cars at the racetrack."

### **About Graphic Finishing Partners LLC (Gfp)**

Graphic Finishing Partners LLC (Gfp) opened its doors in 2009 in response to the growing need for more affordable yet efficient, high quality print finishing equipment and supplies. Our mission is to provide finishing shops with the tools they need to produce profitable results while helping them keep their costs down. For more information about Graphic Finishing Partners LLC, please visit [gfpartnersllc.com](http://gfpartnersllc.com)

### **About Mutoh America**

A leader in the industry for almost 70 years, Mutoh America, Inc. is committed to delivering the highest quality products and services to its customers and partners. We accomplish this by constant improvements and meeting the challenges head on. Our contribution to society is to provide creative and cost-effective innovations to the digital printing art form and its industry, and business opportunities for individuals and organizations. For more information about Mutoh America, please visit [mutoh.com](http://mutoh.com).

### **About General Formulations**

Founded in 1953, General Formulations is family owned and headquartered in Sparta, Mich., with more than 450,000 square feet of manufacturing and converting space. General Formulations is a worldwide manufacturer of high-quality wide and narrow format digital print, cut and craft and screen and offset pressure-sensitive films for the sign and graphic industries. For more information about General Formulations, please visit [generalformulations.com](http://generalformulations.com).

### **About Spire Motorsports**

Spire Motorsports is a full-time, two-car NASCAR Cup Series race team co-owned by long-time NASCAR industry executives Jeff Dickerson and Thaddeus "T.J." Puchyr. In 2023, Spire Motorsports will field the No. 7 Chevrolet Camaro ZL1 for driver Corey LaJoie and No. 77 Chevrolet Camaro ZL1 for Ty Dillion. The team also fields a NASCAR Camping World Truck Series team in select events.

Spire Motorsports earned its inaugural victory in its first full season of competition when Justin Haley took the checkered flag in the Coke Zero Sugar 400 at Daytona International Speedway on July 7, 2019. Less than three years later, William Byron drove Spire Motorsports' No. 7 Chevrolet Silverado to its inaugural NASCAR Camping World Truck Series win on April 7, 2022, at Martinsville Speedway.

Contact:

Carl Hoffman

Dealer Manager

862-268-5395

[carl.hoffman@gfpartnersllc.com](mailto:carl.hoffman@gfpartnersllc.com)