

Company Brochure

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Dedicated to excellence, creativity and driving innovation across every project and throughout every relationship.

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GSD London is committed to delivering a meaningful impact which can be seen in our Social Values & CSR Strategy.

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With our commitment to excellence, attention to detail, and tailored approach, we ensure a seamless and stress-free experience.





ABOUT GSD LONDON

GSD London is a distinguished London-based commercial painting and decorating company dedicated to excellence. With an extensive knowledge base and experience in a range of commercial decorating projects, we are equipped to handle diverse and intricate projects with precision. Our track record includes prestigious works such as the O2 Arena, The British Library, Young V&A Museum, Kings College Hospital, 5-star hotels, and high-value residential properties, cementing our reputation as a trusted and certified industry expert.

We distinguish ourselves through competitive pricing that ensures transparency and accuracy. Our quotes are tailored and can be built from various parameters such as site visits, bills of quantities, take-offs, drawings or specifications. Complemented by a workforce of over 80 qualified painters and decorators, each with a wealth of experience in the trade, we take pride in delivering high-quality workmanship with customer support at the forefront.



- ✓ Commercial Painting
- ✓ New Builds to Heritage Works
- ✓ Educational to Industrial
- ✓ Specialist Paint Finishes
- ✓ Wallpaper Hanging
- ✓ Epoxy Floor Painting
- ✓ Intumescent Coatings
- ✓ Window-Frame Paint Spraying
- ✓ Wide Range of Commercial Projects

Painting & Decorating Solutions Built For You.

Our painting and decorating solutions are built with you at the forefront. We understand the significance of tailored solutions that are built around your needs and preferences. Our commitment to excellence resonates through every layer of paint and every intricate detail. With a keen focus on quality and innovation, we shape our services around your specific needs, delivering a seamless and personalised experience that exceeds expectations.

OUR SOCIAL VALUE COMMITMENT

Delivering Lasting Impact



Our Corporate Social Responsibility (CSR) strategy focuses on the impact GSD aims to deliver across an environmental focus, responsible practices and the betterment of people and communities. Our commitment to achieving deliverable targets, in alignment with the UN Sustainable Development Goals, reflects our ambition to help resolve the environmental challenges in addition to making a meaningful difference in the communities and people's lives where we operate.

[You can view our full CSR Strategy Here.](#)

Enviroment

- Resource Efficiency
- Climate Support
- Sustainable Sourcing
- Carbon Reduction
- Waste Reduction
- Recycling & Safe Disposal

Responsibility

- Adherence to Safety Regulation
- Comprehensive Training
- Regular Risk Assesments
- Safe Working Conditions
- Ethical Business Practice
- Compliance & Regulations

People

- Talent Development
- FIR (Fairness, Inclusion & Respect)
- Local Employment
- Equal Opportunity
- Employee Well-being
- Mental Health



Healthy & Safety

GSD London is fully committed to safe working practices and ensuring that all employees are CSCS trained to safeguard high health and safety standards on site.

We are CHAS Premium Plus, Construction Line Gold and Acclaim accredited, and also conform to ISO 9001 (Quality Management), 14001 (Environmental Management) and 45001 (Health & Safety).

GSD takes great pride in its flawless Health & Safety record and is supported and advised by our IOSH and NEBOSH certified Health & Safety consultants.

OUR ACCREDITATIONS

We are CHAS Premium Plus, ConstructionLine Gold and Acclaim accredited, and also conform to ISO 9001 (Quality Management), 14001 (Environmental Management) and 45001 (Health & Safety).





Greg Clark, Director of GSD London

Greg departed from Leeds University in 2000 and was keenly aware of his entrepreneurial calling. Transitioning directly from university life, he started on the journey of establishing his first company, Freezedried. The company specialised in events, web design for music brands, festivals, and physical stores.

In the latter part of the 2000s, Greg ventured into property investment, building a portfolio of buy-to-let properties. It was during this period that the initial concept of GSDecorating took shape.

Throughout the subsequent years, Greg encountered the challenges of several significant main contractor administrations, particularly during the banking collapse.

Undeterred, Greg continued developing GSD, rebuilding the company from the ground up twice in the aftermath of main contractor administrations. Each instance served as a valuable lesson, allowing him to accumulate knowledge and fortify GSD on robust foundations, enabling the company to thrive in the industry.

In his capacity as the strategic director of GSD, Greg oversees the implementation of key directives and initiatives, guiding the company towards continued growth and sustained success.

Beyond the realm of work, Greg is devoted to his young family and finds fulfilment in pursuing his passions for jiu-jitsu and music.

Greg Clark

Company Director



Sam Pullard-Ward

Commercial Director

Sam Pullard-Ward, Commercial Director at GSD, boasts a rich background in painting and decorating, beginning alongside his father at the age of 16. Joining GSD in 2017 as a painter, Sam's leadership talents did not go unnoticed by Greg.

Climbing the ranks from site decorator to Commercial Director, Sam recently completed his black card and eagerly anticipates starting his MCI OB, showcasing his commitment to continuous professional growth. Beyond work, Sam, a former professional football player, balances family and a passion for the game.



Sam Duffy

Senior Contracts Manager

Sam Duffy, Senior Contracts Manager at GSD, is the team's longest-serving member, joining as a site painter in 2013 under Greg's guidance. Specialising in high-end residential work, Sam has adorned properties in prestigious areas like Chelsea, Knightsbridge, and Mayfair.

With a wealth of experience, Sam now oversees the day-to-day contracts management of all GSD projects, ensuring timely delivery and maintaining the high quality expected by clients. Outside of work Sam has a young family with newly arrived twins. He would love to have time for himself but currently he spends his free time changing nappies and cleaning.

[See The Full Team](#)

OUR WORK

HIGH-END



PIPERHILL

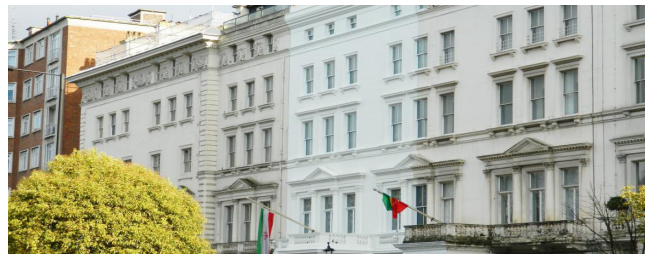


THE PENINSULA
LONDON



THE DILLY

Experience a touch of luxury with our high-end painting and decorating services. With meticulous attention to detail and a profound understanding of sophisticated aesthetics, we bring your project to life. From bespoke colour palettes to exquisite finishes, our masterful craftsmanship elevates every space with a timeless elegance. With a keen eye for refinement and an unwavering commitment to excellence, we redefine luxury through unparalleled artistry and impeccable attention to the finest of details.



01

KENSINGTON PARK GARDENS

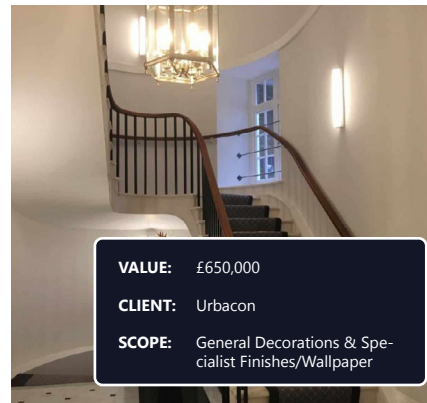
Transforming spaces with exquisite decorations and wallcoverings, enhancing elegance in collaboration with Piperhill Construction.

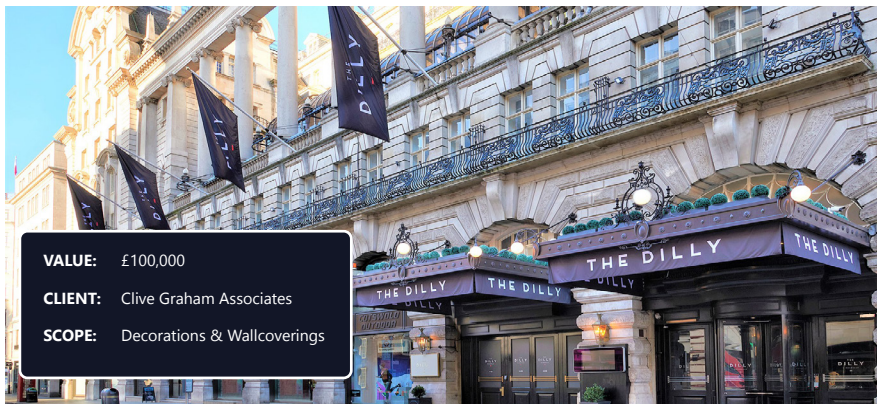


02

PRINCESS GATE

We worked on the Princess Gate High-End property delivering general decorations, specialist finishes and wallpaper across the building.





03

THE DILLY HOTEL

Elevating luxury at The Dilly Hotel with sophisticated decorations and wallcoverings, brought to life in partnership with Clive Graham Associates.



04

THE PENINSULA LONDON

The Peninsula London stands as a refined masterpiece with a range of meticulous decorations enhancing its grandeur and sophistication.

OUR WORK

COMMERCIAL

O₂



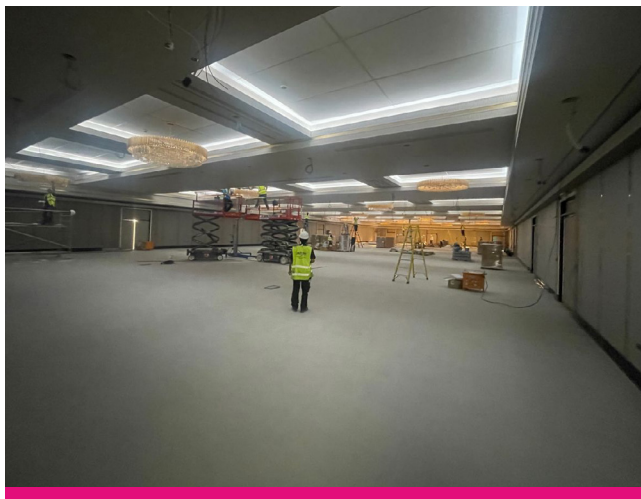
LOGAN
FOOTWEAR

NHS

NEILCOTT

GROVE
CONSTRUCTION

GSD London transforms commercial spaces with tailored painting and decorating solutions. Our expertise enhances the professional ambience, creating an environment that aligns seamlessly with your business identity. From vibrant offices to inviting retail spaces, our skilled team ensures that every brushstroke contributes to a cohesive environment.



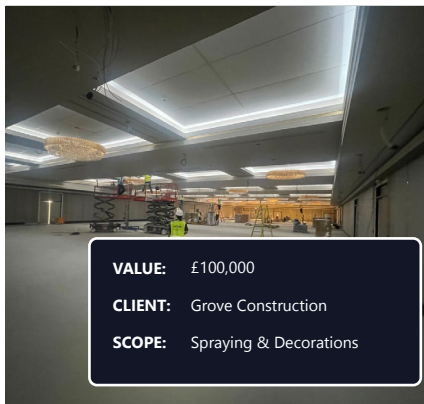
01

LEE VALLEY ICE RINK

Working with Buckingham Group in crafting a vibrant atmosphere at Lee Valley Ice Rink with a range of commercial decoration works.



VALUE: £350,000
CLIENT: Buckingham Group
SCOPE: Decorations & Floor Painting



VALUE: £100,000
CLIENT: Grove Construction
SCOPE: Spraying & Decorations

02

O2 ARENA

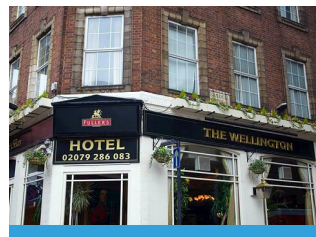
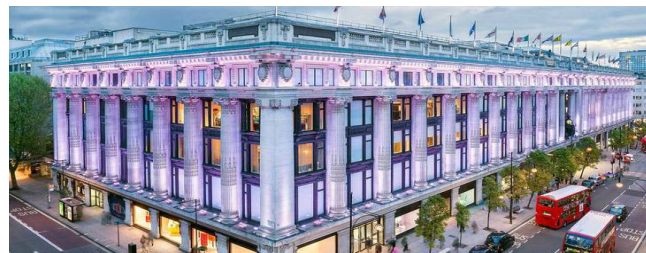
The iconic O2 Arena transforms under GSD London's expertise, where meticulous spraying and decorations contribute to its vibrant and energetic ambience.

OUR WORK

EXTERNAL



We enhance the visual appeal of your property, combining durability and aesthetics for lasting impressions. From facades to outdoor structures, our team meticulously applies finishes that withstand the elements, ensuring your external spaces radiate beauty and resilience.



01

THE OTHER HOUSE COVENT GARDEN

Sash window overhaul, repairs, Repair Care, and full decorations for a timeless blend of aesthetics and functionality.



02

THE WELLINGTON HOTEL

GSD London rejuvenates The Wellington Hotel, expertly handling window overhauls, Repaircare, and decorations, bringing a touch of charm to its spaces.





03

HACKNEY SCHOOLS

GSD London restores various Hackney Schools with a complete window overhaul, Repaircare, and decorations across the school.



04

OXFORD STREET

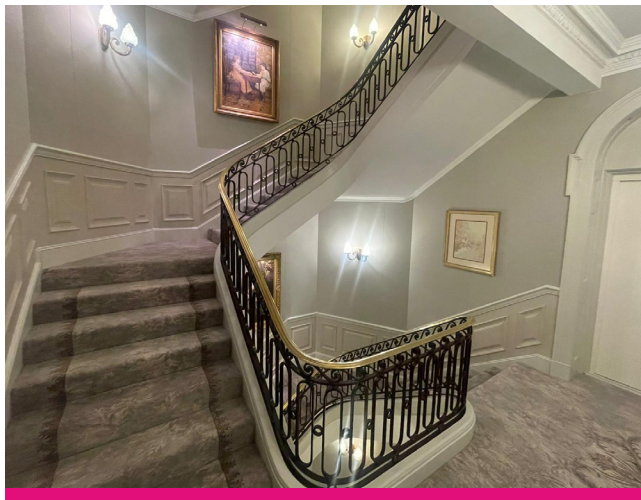
GSD London breathes new life into Oxford Street Shops, skillfully combining window enhancements, Repaircare, and decorations for a refreshed atmosphere.

OUR WORK

FIT-OUTS



Experience a harmonious blend of functionality and aesthetics with GSD London's fit-out solutions. Our team transforms interiors into efficient and visually appealing spaces that reflect your unique style. From concept to completion, we collaborate closely to understand your requirements, ensuring a seamless integration of design and functionality in every fit-out project.



01

YOUNG V&A MUSEUM

Complete interior makeover for public and back-of-house spaces, blending aesthetics, functionality, and cultural essence seamlessly.



VALUE: £400,000
CLIENT: Quinn London
SCOPE: Full Interior Decorations of Public and Back of House

02

22 BAKER STREET

Transformation of 22 Baker Street with comprehensive interior decor and service spraying, elevating aesthetics and ensuring long-lasting appeal for every space.



VALUE: £220,000
CLIENT: Faithdean
SCOPE: Full Interior Decorations Including Service Spraying



03

V&A EAST STRATFORD

Full interior decorations to showcase artistic brilliance, creating a captivating and immersive experience for visitors.



04

MARRIOT GRAND RESIDENCIES HOTEL

Enhancement of the Marriot Grand Residencies Hotel with exquisite decor in all communal spaces, creating a welcoming atmosphere that captivates guests and residents.

OUR WORK

HERITAGE



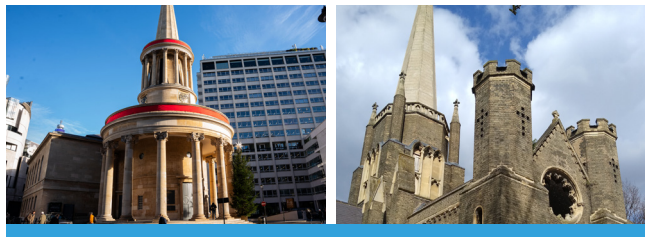
ALL SOULS

THE CHURCH
OF ENGLAND



Ambasáid na hÉireann
Embassy of Ireland

Our team is dedicated to conserving and enhancing Heritage Properties. With a delicate touch, we restore and revitalise heritage projects, combining traditional techniques with modern precision to enhance and protect the unique character of architectural structures.



01

ALL SOULS CHURCH

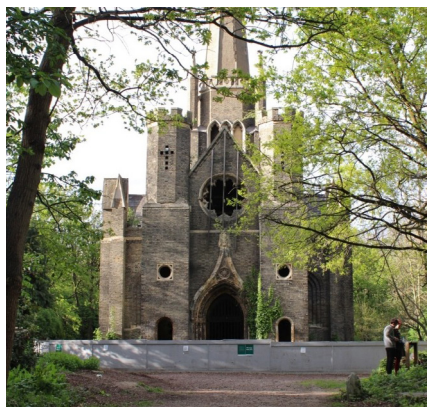
Preserves the sanctity of All Souls Church, conducting window overhauls and decorations to enhance its timeless beauty.



02

ABNEY PARK CHURCH

Abney Park Church sees a transformation by GSD London, combining internal and external decorations with a fire engineering upgrade, ensuring an improvement in both aesthetics and safety.

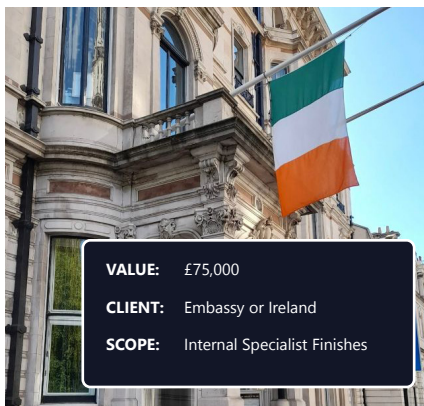




03

RAC CLUB

GSD London lends its expertise to the Royal Automobile Club with internal specialist decorations that resonate with the club's prestigious legacy.



04

EMBASSY OF IRELAND

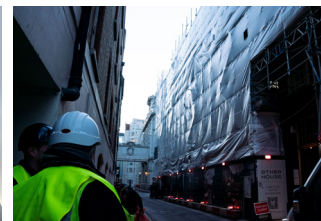
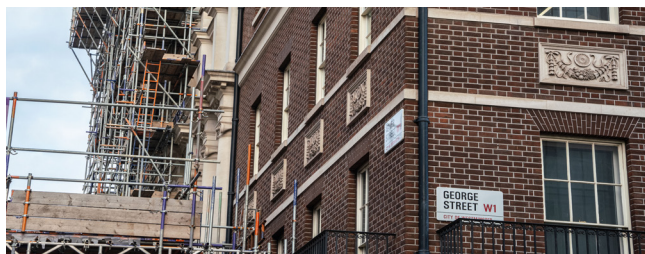
Working with The Embassy of Ireland across a range of internal specialist finishes, creating a refreshed ambience that resonates with its cultural significance.

OUR WORK

NEW BUILD



GSD London brings innovation to every new build project through expert painting and decorating solutions. Our team collaborates with builders and architects to seamlessly integrate aesthetics with structural design. From blank canvases to architectural masterpieces, we enhance new builds with precision, elevating spaces with a perfect balance of colour, texture, and craftsmanship.



01

BELMONT STREET

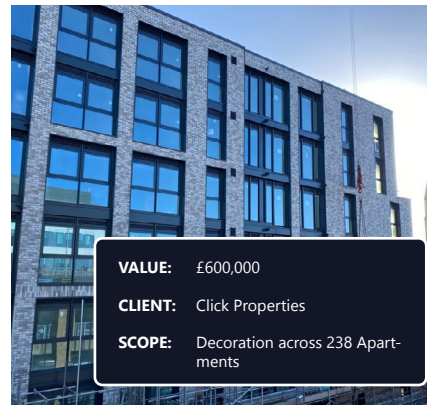
GSD London adds character to 115 apartments on Belmont Street, creating living spaces that are both aesthetically pleasing and functional.

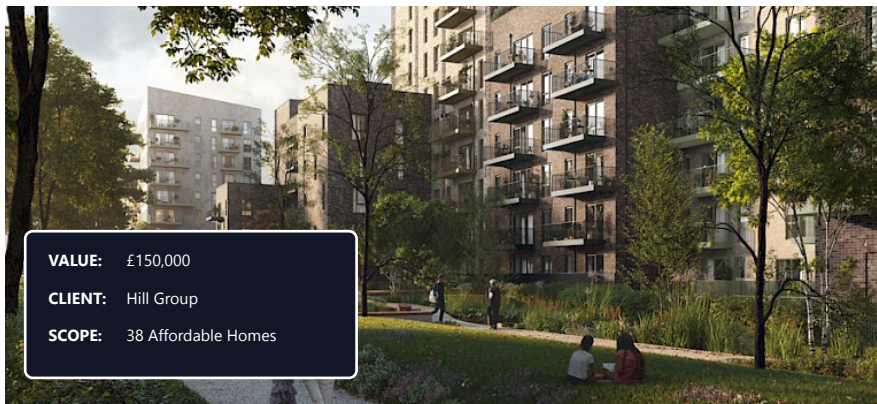


02

HERSHALL STREET

The Hershall Street project involved the transformation of 238 apartments into residences where beauty and functionality seamlessly coexist.





03

DOUGLAS BADER ESTATE

GSD London contributes to community enrichment at Douglas Bader Estate, adorning 38 affordable homes with thoughtful and enriching decorations.



04

THE ARC

GSD London collaborates with Henry Construction to create a residential masterpiece at The Arc, decorating 100 apartments with finesse and style.

OUR WORK

EDUCATION



Vistry
Group



GSD London introduces innovation into each education project by offering expert painting and decorating solutions. Our team works collaboratively with builders and architects to seamlessly blend aesthetics with structural design. Whether it's transforming blank canvases or enhancing architectural masterpieces, we bring precision to new builds, elevating spaces with a perfect balance of colour, texture, and craftsmanship.





01

HARROW COLLEGE

Working with Neilcott to redefine spaces at Harrow College, delivering impeccable decoration works that inspire and elevate learning environments.



02

CATS GLOBAL SCHOOL HOLBORN

Complete external restoration with scaffolding, roof, window, and brick repairs, delivering a refreshed, vibrant appearance.

03

STROUD GREEN PRIMARY SCHOOL

GSD London revitalises Stroud Green Primary School, combining window enhancements, Repaircare, and decorations across the school.



04

GAYHURST SCHOOL

Working with Gayhurst School, undertaking tasks related to window repairs, overhauls, and external decorations.



OUR WORK

HEALTHCARE



GSD excels within the healthcare sector, seamlessly integrating aesthetics and functional design. Whether renovating existing facilities or contributing to innovative medical spaces, our commitment to excellence enhances patient well-being. With precision and quality craftsmanship, we elevate healthcare environments to new standards.





01

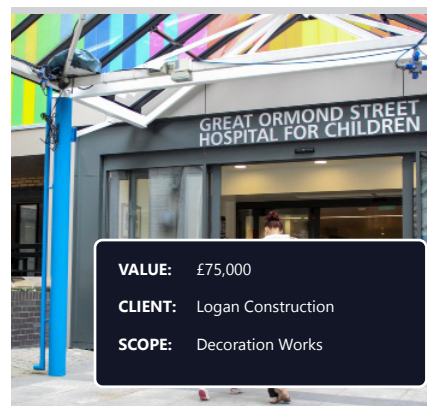
KINGS COLLEGE HOSPITAL

Complete decor for a new wing with 200 rooms, creating a serene and healing environment for patients.

02

GREAT ORMOND STREET

GSD London brings warmth to Great Ormond Street Hospital, enriching warm environments with delicate and thoughtful decoration works.



WORKING WITH GSD

With our dedication to excellence, meticulous attention to detail, and tailored approach, GSD London allows for a smooth and hassle-free collaboration experience. Allow us to enhance your project with our unwavering commitment to achieving excellence.

Reach out to us today to schedule a complimentary consultation.

Work with GSD

HIGHLY RATED

GSD London holds a strong portfolio with more than 350 completed projects, accompanied by a diverse collection of outstanding testimonials.

+350
PROJECTS
COMPLETED

HIGHLY TRAINED

GSD London oversees a team of more than 60 extensively trained professionals, each possessing substantial expertise in the industry.

+60
ACTIVE GSD
OPERATIVES





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