

Sign company returns to Millville, but bigger and better

Joseph P. Smith, The Daily Journal Published 10:11 p.m. ET May 17, 2018 | Updated 5:30 a.m. ET May 18, 2018



MILLVILLE – Thirty years after opening a small shop in Millville, Bob and Sharon Green are home again with their highway sign business much enlarged, still growing and diversifying.

Garden State Highway Products opened in January at 301 Riverside Drive, taking over and renovating what once was the Silverton Marine yacht factory and offices along the west bank of the Maurice River.

“We’re here to make Millville better,” said Bob Green, after a ribbon-cutting ceremony Thursday that the Greater Millville Chamber of Commerce organized.

Green, who started the company here in September 1987, said the new location’s 140,000 square feet is plenty for his “lifetime.”

“The young guys?” he added. “I mean, this is perfect for them moving forward. There’s room to expand on this property if we have to.”

GSHP declared Thursday as “open house” day, with visitors including Vice Mayor James Parent and Cumberland County Freeholder Director Joseph Derella.

The site selection, which allowed the family owned business to consolidate three locations, has local officials smiling. Not only does the arrival of GSHP bring in 64 employees with plans to add workers, but it plugs a hole in an industrial area.

"This is a great day for the city," Parent said. "Here's a company that is not only known in this area but New York. They do a tremendous job. They've employed over 60 people. And they've taken a building that was vacant for several years and, today, just look at it."

"This is a big company," chamber of commerce President Larry Malone said. "They go all over the country."

The open house included display stands set up by many of the company's vendors. As one of them, 3M Company dispatched its trailer-based, mobile technology lab.



A chart showing the history of Garden State Highway Products hangs on a wall of its new facility at 301 Riverside Drive in Millville. (Photo: Joseph P. Smith)

The Greens started the company out of a building at 2 Fowser Road but moved to 1740 East Oak Road Vineland in 2001 to allow for expansion. GSHP appeared to be ready to buy a former water quality equipment factory on East Garden Road several years ago, but the deal did not take place.



GSHP

GARDEN STATE HIGHWAY PRODUCTS, INC.

Green said the Vineland facility ruled out further growth. The company's accountant, now deceased, suggested the former Silverton Marine location.

Production Manager Joe McCracken said the additional space at the new site is a critical feature, along with potential access to other adjacent buildings.

"We have a lot of new things that we're going to get into — more commercial signage, vehicle wraps," McCracken said. "We also do a lot of large overhead signage (for) the whole country. This facility really put us up to the next level in the industry. We're very excited and very happy that it's all coming together. And in the near future, we have a lot of great plans to expand not only in the U.S. but worldwide."