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FOR IMMEDIATE RELEASE

Gilman Brothers Launches Three New Videos to Their YouTube Channel

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The Gilman Brothers Company is proud to release three new videos to their YouTube channel this week. This latest video series is part of an aggressive communications campaign promoting the game changing benefits of plastics as part of the future support of global retail markets. Filmed with an eye towards humor, spontaneity and warmth, they present a very human perspective that will resonate with all who see it. Viewers will agree that this video production puts the Gilman Brothers' stake firmly into the bedrock on which the company was built. "Our company's foundation is so strong because of the remarkable team that we have in place," says Evan Gilman, President of Gilman Brothers. "I'm confident this team will take the company to the next level and beyond."

The first of the videos, which were filmed on location in Gilman, CT, offers unprecedented access to The Gilman Brothers Company's global headquarters. Viewers will get a unique, in-depth look at the company's 122-year history, its founders and multiple generations, and its core values, as well as how it has evolved as an innovative leader in the graphics industry. The video gives a rare and personal behind-the-scenes glimpse of a day in the life of the company. It introduces key leaders and staff, including Director of R&D Vinnie Postemski, who has been with company for 45 years. "Gilman Brothers is not just my workplace but my second-home and family," says Vinnie. "Proud to be a part of our growth over the years." The video can be viewed at The Gilman Brothers Company.

In the second video, Bill VanHorn, Director of Sales, and Ari Luna, Business Development Manager, present key features and benefits of INFINITY® styrene-faced foamboard. The video also showcases several unique display pieces created with INFINITY® which demonstrate the material's versatility for use in the retail space. See this video at INFINITY from The Gilman Brothers Company. In the third video, Bill and Ari team up again to focus on the features and benefits of Gilman's Eaglecell™ all-paper graphics board as an eco-friendly option with a humorous twist incorporating one of Bill's many talents. The video can be viewed at EAGLECELL From The Gilman Brothers Company. "Many company success stories have been driven by our ability to effectively execute nontraditional, go-to market strategies while keeping it fun," says Ari Luna. "These videos both educate and entertain – must watch!"

These latest videos promise to be only the beginning of this company's unique global strategy as new accessories, products, services and technology will be launched to simply make life easier on the supply chain and change the way the world views retail. "It's all about the passion in our people, and global industry", says Bill VanHorn, Director of Sales. "We listened to the market place regarding simplistic training videos as well as laying out who we are as people, not as a company - mission accomplished, very pleased with results - more to come!"

All three videos and others can be viewed on the Gilman Brothers website at <http://gilmanbrothers.com/videos/> as well as on the Gilman Brothers YouTube channel. The videos were filmed and produced by Zen Mantis of Shelton, Connecticut.

For additional information on any Gilman Brothers products visit our website at www.gilmanbrothers.com, email us at sales@gilmanbrothers.com or call regular EST business hours 860-889-8444 USA or the new 24/7 hotline 860-884-2077.

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