



Gilman Road, Gilman CT, 06336 USA
800-852-4220
860-889-8444
Fax 860-889-5226
www.gilmanbrothers.com

FOR IMMEDIATE RELEASE

Gilman Brothers' Lion Logo Symbolizes the Company's Rich History and Continued Resilience

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They say a picture is worth a thousand words, and in the case of The Gilman Brothers Company logo, that picture embodies not only a company but the people, past and present, who have made that company great.

"The graphics, packaging & retail industries will always change & move at a rapid pace – we felt the need to take pause, drive our stake further into the ground and reflect on the incredible meaning of our company symbol," says Evan Gilman, President. "It stands for our past, our present and an exciting future"

The Gilman Brothers' logo, represented by a majestic golden lion facing a red shield and a flowing blue banner, was designed in 1997 for the company's 100th anniversary. The centennial design, along with a document detailing the meaning behind each component of the logo, was presented to company president, Evan Gilman. Now, as then, those symbols illustrate the values and proud history of this 123-year-old company. The company is proud to share these excerpts. The full document can be read on the Gilman Brothers website.

The lion, the symbolic representation of the Gilman family, is seen turned to the right, healthy, robust, and "armed" with claws ready to shape its own destiny. Although appearing strong and healthy, it has been tested. Introduction of crimson to the lion, symbolizes the trials and tribulations that have faced the family over its long history of ownership. It wears these scars proudly and is ready to meet the present and future challenges. The color gold was selected for the lion to "reflect" this gleaming spirit of optimism!

The use of the state shield reflects their location in a general sense. The appearance of the name Gilman over the shield reveals the specific.

The flowing blue ribbon in the logo symbolizes the river (progression and continuance), and that which ties all the elements together. Although it is no longer a factor, it was the river that brought the people to this place which resulted in the establishment of a community, built around this thing called industry. Just like the river that once powered its machines, this enterprise called The Gilman Brothers Company follows a dynamic, ever changing and non-ceasing course!

Finally, four stars were added to the shield. Three to represent the generational span of family ownership and participation, and a fourth placed for the other dedicated employees past and present who have contributed and are continuing to make this endeavor possible.

As we always say at Gilman, "anything is possible...", says Bill VanHorn, Director of Sales. "Given the game changing platforms for both service and products we are pursuing, and the challenges we have faced and overcome, it is beyond exciting to see what lies ahead."

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.

