



THE GILMAN BROTHERS COMPANY

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FOR IMMEDIATE RELEASE

Gilman Brothers Welcomes Mike Barrett as Business Development Leader for Central Region

SOURCE: THE GILMAN BROTHERS COMPANY, October 2, 2023

The Gilman Brothers Company is proud to announce the addition of Mike Barrett as Business Development Leader for its Central Region.

Mike comes to Gilman Brothers from Millcraft and brings with him a strong background in wide format media and sales management as well as 35 years of experience in the graphics industry.

“Mike is a great addition to our growing Commercial team,” says Bill VanHorn, Director of Sales. “The aggressive growth strategy was shared with Mike during the interview process and needless to say, he’s all in and beyond excited to travel the territory and make the commercial vision a reality.”

Mike has a keen understanding of market conditions and an ability to analyze internal and external data to evaluate product and competitive performance and provide data-based insights into industry trends, customer strategy and consumer/end-user requirements. Mike joins the company equipped with an extensive knowledge of the Gilman Brothers product line from an end user’s perspective and is eager to educate and inspire customers to identify opportunities and exceed growth expectations.

“It’s been a wild ride for everyone over the last few years,” continues Bill VanHorn. “Our mission is simple, people over products – that’s where Mike comes in. The growth will come with all of us working as one team.” Bring on 2024 and beyond! More announcements coming – stay tuned.”

As Business Development Leader for Gilman Brothers Central Region, Mike Barrett will work closely with distributors, printers, and end users to build relationships, raise market awareness, and identify opportunities for business growth. Mike is based in Columbus, Ohio and will focus on developing and creating new business partnerships throughout central Canada, down to Texas and the Gulf Coast.

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 24/7 hotline 860-884-2077.

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