



THE GILMAN BROTHERS COMPANY

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FOR IMMEDIATE RELEASE

The Gilman Brothers Company Redefines the New Norm of Customer Interaction

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In the early weeks of the COVID-19 health crisis, The Gilman Brothers Company commercial team quickly identified strategies to stay connected with channel partners in a rapidly changing market. The Business Development Team, who normally maintain a rigorous travel schedule, shifted easily to home office/studios equipped with design prototypes and samples. Through weekly targeted video conferences the team has hosted discussions with not only channel partners and fabricators, but also key decision makers from educational systems and the military. Since March of this year, the team has participated in over 300 video conferences.

In an era when the entire industry has pivoted to utilizing technology for all aspects of the marketing process, the Gilman Brothers commercial team puts a fresh spin on their approach to video encounters. Cognizant of their customers' need for relief from video fatigue, they offer fun, upbeat training sessions and role-playing sales calls, along with guest speakers and customer testimonials.

With the lifting of travel restrictions over the past three months, the commercial team is once again on the move, meeting in person with key customers. "We are available to visit, and follow all CDC guidelines," assures Bill VanHorn, Director of Sales. The company also routinely rotates employees to work offsite in readiness for pending weather conditions and other unforeseen challenges. "How we connect with our channel partners may look different these days, but superior customer service, meeting and exceeding their expectations, remains our primary focus," says Bill VanHorn, Director of Sales. "As the printing and fabricating market continues to evolve, we will be here to evolve with it."

At the Gilman, CT headquarters, a Virtual Customer Experience Center has been implemented for training, consulting, role playing and brainstorming with all levels of the supply chain including suppliers, fabricators, end-users, OEM's and distribution. Design prototypes on display at the Virtual Customer Experience Center (VCEC) include sanitation stations, safety panels, hospital beds, tables, partitions, desks and desk barriers. Also on display are several "NEW" concepts and materials to be launched over the next several weeks. Assembly instructions and cut files are available, upon approval, to the requestor.

"Our team is ready with fresh ideas to provide value and solutions to our current and emerging markets," says Ari Luna, Business Development Manager. "Available to meet through video or at your facility, we are here to help."

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 or the Gilman hotline 860-884-2077.

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