



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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The Gilman Brothers Company had a vision and made it a reality in just six days! The commercial team has prepared a Virtual Customer Experience Center to be used for training, consulting, role playing and brainstorming with all aspects of supply chain including suppliers, printers, fabricators, end-users, OEM's and distribution.

The Virtual Customer Experience Center will feature all "NEW" concepts created by the commercial team. Each item featured will have components, assembly instructions and cut files available upon approval to requestor. A small sampling of what will be seen includes sanitation stations, safety panels, hospital beds, tables, partitions as well as "NEW" materials being launched over the next several weeks.

"We are all dealing with a new world with new norms," says Bill VanHorn, Director of Sales. "Uncertainties are everywhere yet so are opportunities, that is our focus."

In addition to the VCEC, the company now offers a turn-key development department that can help take a concept to creation in 24 hours – a huge service to their customer base. "Retailers want to see an immediate look with their graphics, and printers/fabricators don't always have the time to put details together for cut files etc.," explains VanHorn. "That's where we come in, to handle all that for you. It's not about just being a foam manufacturer anymore – it's about listening to the marketplace and jumping in to solve problems and drive value."

"I'm beyond proud of our team and partners that helped us pave our own path through these uncertain times," says Ari Luna, Business Development Manager. "Truly blessed to have maintained a full staff, as we continue to provide value and solutions to our current and new markets. So, stay tuned, as our think tank is full of new concepts and ideas waiting to be made possible!"

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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