



THE GILMAN BROTHERS COMPANY

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FOR IMMEDIATE RELEASE

Gilman Brothers is Rockin' it at Vegas GlobalShop 2016

INFINITY® will once again be set center stage as Gilman Brothers showcases their new Rock & Roll 80s booth.

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The Gilman Brothers Company, a member of the Association for Retail Environments (A.R.E.)/Point of Purchase Advertising International (POPAI), will once again make news at this year's GlobalShop 2016. Rumor has it and tabloids have confirmed that there will be full-blown 1980s rock n' roll coming from the Gilman booth this year featuring their printable, cold-bendable, 100% green and recyclable booth made entirely from INFINITY.

GlobalShop is North America's annual store design and retail marketing show, bringing together retailers, brand marketers, designers and industry suppliers each year since 1993 featuring 200,000 square feet of exhibition space. Gilman Brothers INFINITY 100% recyclable booth will feature unique graphics and designs in the rock n' roll theme complete with music and possible Rock 'n Roll Hall of Famers. Be sure to stop by to see who shows up for the gig.

"We have expanded our INFINITY family to include a 3mm thickness to answer the demand for a green, 100% recyclable board to replace expanded PVC, which as we all know is not recyclable," says Bill VanHorn, Director of Sales. VanHorn continues, "Since fabricated sign framework channels are manufactured for 3mm and 6mm PVC thicknesses we now have our eco-friendly INFINITY to fill that bill. Plus it is available up to 192" in length."

INFINITY may be printed, shipped flat, then fabricated and fitted into a fully functional 3D booth once it arrives at the show. INFINITY also features a superior styrene surface eliminating pre-production cleaning and preparation which increases printing speed and efficiency. The Gilman Brothers ColorOne™ white surface allows graphics to go in and out of florescent, incandescent or UV light without changing the white point. INFINITY is available in a thickness range from 3mm, 3/16" - 1" and a wide variety of sheet sizes from 16" x 20" to 60" x 192", with custom sizes and colors also available. Come rock out with us at booth #4913.

For additional information on INFINITY contact us at 860-889-8444 USA; sales@gilmanbrothers.com; www.gilmanbrothers.com

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