



THE GILMAN BROTHERS COMPANY

Gilman Road, Gilman CT, 06336 USA

800-852-4220

860-889-8444

Fax 860-889-5226

www.gilmanbrothers.com

FOR IMMEDIATE RELEASE

West Coast Art & Frame Expo Attendees Proclaim, “I Love MountCor® and MountCor® Canvas!”

The 130°F low temperature heat activated foamboards have won the hearts of users from all parts of the globe.

SOURCE: THE GILMAN BROTHERS COMPANY, GILMAN, CT, JANUARY 30, 2015

The Gilman Brothers Company has revolutionized mounting with its patent pending permanent, neutral pH adhesive, heat-activated foamboard line MountCor® and MountCor® Canvas. The exclusive MountCor Canvas adhesive formula bonds all grades, weights, finishes and fiber content of digitally printed canvases with confidence, natural and synthetic fabrics, polyester encapsulated maps and charts; Tyvek, Yupo and other synthetic papers; and all digital paper prints at the same 130°F. Its translucent, gridded release liner allows for easy document or print alignment and protects the adhesive during storage, while its air release technology ensures bubble-free mounting. The low 130°F temperature makes it safe for all formerly heat sensitive items including laser copies, plotters, inkjet, and photographic papers, while also aggressively bonding digitally printed canvases and synthetic media.

Last week's attendees at **West Coast Art & Frame Expo held** at Paris Casino, Las Vegas, NV claimed over and over how much they love the new Gilman Brothers MountCor boards by singing its praises.

"I've worked with a variety of presses: cold & hot vacuum and mechanical. I have a cold vacuum press and a Bienfang roller press that works hot and cold. 20 years of mounting a variety of artwork, every possible way. MountCor makes my job a simple task", says Justin, Louisville KY

"We have welcomed MountCor to our dry mount options as a lower temperature alternative for the more delicate/heat sensitive art that comes in. The rigidity of the board is by far the strongest and tends to bow less than the other boards. One of my favorite perks to MountCor is the release paper; having the protective grid not only assures me that no dust or particles creep under the art but that I can center and straighten the art quickly and efficiently," says David, Indian Harbour Beach FL. "A pleasing side effect of the prolonged tackiness of the substrate is that you can apply the matting immediately after dry mounting with MountCor and set the project aside to 'set up', resulting in evenly attached mats and time saved during matting."

"We used the MountCor on laminated posters and they stuck like nobody's business, many heat activated boards do not adhere very well to laminated posters. It worked like a dream. We love the MountCor product", says Mike, Hudson, OH. Then he continued, "I tried mounting a thin sheet metal sign with MountCor and it totally came to the rescue. Flat as a pancake and stuck solid. The product continues to amaze me."

"I like the fact that it comes with an individual release paper that has the nifty grid on it. I like having a clean release paper each time, it is translucent so don't have to worry about that expensive Permalon board. The release paper also keeps each board clean", says John, Holland, OH

The Gilman Brothers Company is proud to be offering new cutting-edge products that help the sign and framing industries to work faster and more efficiently, not harder. *"There are several materials in the pipeline to expand on this and other product families. We continue to listen to what the market needs and then we execute. Our recipe for success continues to be innovation and market share expansion with new product development", says Bill VanHorn, Director of Sales.*

For additional information: 800-852-4220 USA; sales@gilmanbrothers.com; www.gilmanbrothers.com

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