



THE GILMAN BROTHERS COMPANY

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FOR IMMEDIATE RELEASE

INFINITY® Easel Makes a Stand at The Gilman Brothers Company Booth During SGIA

The INFINITY Easel is a print, score, ship flat, hand bendable sign for immediate 3D use.

SOURCE: THE GILMAN BROTHERS COMPANY, GILMAN, CT, OCTOBER 30, 2014

The Gilman Brothers Company officially launched INFINITY their dynamic patent pending styrene faced foamboard and their innovative INFINITY Easel, at the recent SGIA 2014 at the Las Vegas Convention Center. The ultra smooth INFINITY surface eliminates pre-production cleaning and preparation which increases printing speed and efficiency when screen or digital printing, and is a featured member of Gilman's new ColorOne™ white point management system. The game changer here is Gilman paper or styrene faced foamboards maintain their color under any light source which truly make the printed colors pop. "Several new materials are also in development to compliment our new ColorOne program – so, stay tuned!" says Bill VanHorn Director of Sales, The Gilman Brothers Company. There are special modifiers in the styrene which has already made INFINITY the "go to" substrate for direct digital printing compatible with solvent, UV and latex inks. The foam is also 2.5x the density of other competitive foams, is recyclable, features 3D forming characteristics, and is manufactured in the USA using 100% USA produced raw materials.

The INFINITY Easel may be printed, scored and shipped flat--as seen in the photo--then hand bent and converted into a simple 3D self-supporting easel presentation in less than a minute. The resulting sign is an eye catching 3D graphic display for table or countertop, large floor stand, or left flat for visual merchandising overhead displays. "We are excited with the response from not only printers but also advertising agencies and end-users in various retail and POP markets. Our distribution partners are with us long-term as we continue to channel our go to market strategy", says VanHorn.

For additional information visit our website at www.gilmanbrothers.com, call 860-889-8444 USA or email

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END

JPG: INFINITY – Score, Print, Peel, Bend = 3D Self-standing Easel Display

