



THE GILMAN BROTHERS COMPANY

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FOR IMMEDIATE RELEASE

Gilman Brothers Features their INFINITY™ Booth as 100% Recyclable, 100% USA Manufactured, Using 100% USA Raw Materials

Whether 3D countertop sign, POP display or in-store signage there is no limit to what INFINITY can do for you!

SOURCE: THE GILMAN BROTHERS COMPANY, GILMAN, CT, APRIL 9, 2015

The Gilman Brothers Company, Gilman CT, has done it again with their show stopping INFINITY™ booth--made exclusively of their INFINITY board. At a recent show, INFINITY's versatility, simplicity and vibrancy of color were showcased using the very product being marketed. This patent pending 100% recyclable styrene foamboard is manufactured in the USA, using 100% USA produced raw materials. From concept to execution, Gilman Brothers clearly illustrates how INFINITY can simplify any 3D countertop sign, POP display or in-store signage.

INFINITY may be printed, scored and shipped flat, then hand bent and converted into 3D self-supporting POP signage or full blown presentation as a showcased booth. "INFINITY was a game-changer at a recent show. We are excited with the response from our booth presentation with many printers, ad agencies and end-users requesting follow-up presentations, samples, national sustainability programs and specification assistance." says Bill VanHorn, Director of Sales, Gilman Brothers.

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 their new ColorOne™ white point management system. ColorOne ensures the styrene faced foamboard maintains its color under any light source, truly making the printed colors pop. This is also particularly important when printing specified logo colors. The foam is 2.5x the density of competitive foams allowing for superior cutting, is 100% recyclable, features 3D forming characteristics and a significant weight advantage when comparing to competitive materials in the graphics industry. INFINITY is available in thickness ranges from 3/16" - 1", in sheet sizes from 16" x 20" to 60" x 192" and custom sizes as needed. For additional information contact us at 860-889-8444 USA; sales@gilmanbrothers.com; or visit us at www.gilmanbrothers.com.

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JPG: From concept (photo 1) to execution (photo 2)
The Gilman Brothers Company 10x20' display booth
is a true attention getter.

