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FOR IMMEDIATE RELEASE

Gilman Brothers Dominates POP Market with INFINITY® and EAGLECELL™

American made, color consistent and recyclable makes Gilman Brothers the go-to source for POP needs.

SOURCE: THE GILMAN BROTHERS COMPANY, GILMAN, CT, December 3, 2015

Gilman Brothers developed INFINITY for the purpose of interior signage, booth design and POP display. INFINITY is a cold bend, formable 100% styrene foamboard that prints, cuts, ships flat, and transforms into 3D displays, pole wraps, and endless varieties of POP designs and graphics displays when it reaches its destination. It is a high density extruded polystyrene which also features Gilman Brothers patent pending ColorOne™ white point management system. The revolutionary ColorOne system produces the same white point for both the paper and styrene faced foamboards that will never change under florescent, incandescent and UV light sources, truly making the printed colors pop and accurate when exact match of logos is vital.

"Printers love using our INFINITY for its color consistency, versatility, and with the industries cleanest surface eliminating pre production cleaning, it increases output efficiencies such as line speed--resulting in overall system cost reduction providing for improved net margins—not to mention sales teams hitting major OEMs, ad agencies and end users with something new to help the client differentiate. What's not to love?" says Bill VanHorn, Director of Sales. The added styrene modifiers allow for designs and creations never possible prior to INFINITY hitting the market. The foam has 2.5x the density of other competitive foams, making it the perfect board for digital and screen printing, visual merchandising, and point-of-purchase display. INFINITY is available in thicknesses ranging from 3mm to 1" with multiple black and white configurations, custom surface liner and core foam colors available upon request. Wide variety of sheet sizes from 16" x 20" to 60" x 192".

EAGLECELL™ is Gilman Brothers recyclable, eco-friendly option for replacing plastic, metal and wood as an all-paper honeycomb graphics board with triple-thick bright white clay coated liners manufactured with 100% fully recyclable paper core and surface papers. The core has been fabricated to form a series of triangular cells with a proprietary open core design engineered with 95% open space making it lightweight yet able to deliver I-beam like superior structural strength for carrying shear, bending and compressive loads which provide outstanding strength, rigidity and warp resistance. Product applications include POP display, exhibits, interior signage, photo mounting, screen and digital printing, in-store merchandising, and trade show booths. It is available in thicknesses 1/4", 1/2", 3/4" up to 2"; White/Kraft/White and White/White/White combinations; from 48" x 96" up to custom special order widths and lengths of 60" x 192".

For additional information about products seen at SGIA visit our website at www.gilmanbrothers.com; call us at 860-889-8444 USA; or email sales@gilmanbrothers.com.

END

JPG: The printed brick, wood and plants throughout the display are INFINITY. Then it is 100% recyclable after display. Perfect for all POP demands.

