



**THE GILMAN BROTHERS COMPANY**

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**FOR IMMEDIATE RELEASE**

## **Gilman Brothers Launches New Organization for Unlimited Company Growth**

*Internal promotions and a new supervisor, Gilman Brothers is taking customer service to the next level!*

SOURCE: THE GILMAN BROTHERS COMPANY, GILMAN, CT, OCTOBER 3, 2014

The Gilman Brothers Company has a history of keeping up with industry evolution and is thrilled to announce changes with new names, new concepts and new products driving into the 21<sup>st</sup> century. Bill VanHorn joins the organization as Director of Sales bringing with him more than twenty years of sales and marketing experience, planning to double Gilman Brothers sales in less than four years. Mark Pimentel has been promoted to Director of Operations. Cyrus Gilman has been appointed to VP of Business Development who will be focused on the creation of the next generation of profitable materials and markets driving the company progressively forward. Phil Gray will focus his efforts primarily in the Southeast and will be using his twenty years experience with the company to drive strategic programs and grow market share.

The R&D expansion includes a strategic alignment with Zund and having latest state of the art equipment for customer demos along with various laminating and printing equipment to expedite customer testing and new materials. There are also manufacturing plant upgrades in the works which allows Gilman to improve customer service, quality control, line time turnaround and efficiencies. Gilman is streamlining and reassessing current distribution channels as well as replacing manufacturer reps in select geographies allowing in-house sales to maintain a closer relationship with their customers. Gilman's recent product launches of MountCor® and INFINITY™ have been a HUGE success with additional concepts in the pipeline. "We are heavily investing into the long-term success of our company. The staff in place is the strongest in company history and we are now poised for explosive growth," says Evan Gilman, President of The Gilman Brothers Company.

The inside sales department has been re-organized and expanded to better serve the market 24/7. Along with internal promotions is the launch of the all new Gilman Brothers website as an interactive portal of complete information for the supply chain. Gilman has taken a firm stance to upgrade all literature, articles, and promotional materials making everything more accessible to distributors to assist them with their marketing, communications and sales. Gilman has also established their own YouTube Channel and will be launching educational videos. For additional information: 800-852-4220 USA; [www.gilmanbrothers.com](http://www.gilmanbrothers.com)

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