



**THE GILMAN BROTHERS COMPANY**

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**FOR IMMEDIATE RELEASE**

## **Gilman Brothers INFINITY® , EAGLECELL™ and ColorOne™ Demand Attention at SGIA Atlanta**

*Eco-friendly, recyclable and color constant under all light sources...you can always count on Gilman Brothers!*

SOURCE: THE GILMAN BROTHERS COMPANY, GILMAN, CT, NOVEMBER 17, 2015

"This was the best SGIA in our company's history," say Bill VanHorn, Gilman Brothers Director of Sales, who continues, "I believe our show success was driven by our innovations, new product development, and the strong partnerships we are developing around and within the industry." This year Gilman Brothers also offered an exclusive CNN Tour for nearly 100 invited guests from their supply chain of distribution, printers and end-users. INFINITY™ was the primary focus for Gilman Brothers at SGIA Atlanta as noted by their booth being design, created totally with the product. The word on the street about INFINITY may have brought them into the booth, but product demonstrations illustrating the 2.5x foam density of other boards; ColorOne™ white point consistency under UV, incandescent and fluorescent lighting; and use options including cut outs, furniture, POP displays and a giant dinosaur kept them there asking questions.

INFINITY is a 100% styrene, eco-friendly foamboard that offers high heat tolerances for greater board flexibility; direct digital and screen printing; 3D forming for print-ship-fold POP and countertop display; pole and column wraps; large floor stands; and custom coloring for overhead visual merchandising. Their newest addition INFINITY 3mm is the only green, 100% recyclable product in its category making it the logical choice over non-green materials such as expanded PVC. "Gilman Brothers continues to offer new options for what customers are looking for, we have what they want!" says VanHorn.

For additional information about products seen at SGIA visit our website at [www.gilmanbrothers.com](http://www.gilmanbrothers.com); call us at 860-889-8444 USA; or email [sales@gilmanbrothers.com](mailto:sales@gilmanbrothers.com).

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*JPG: Gilman Brothers INFINITY was the hit of SGIA with its wooden beams, stone wall, forest background, planter and leaves all created with INFINITY which was printed, cut, shipped then bent and fully assembled on-site. Plus it's 100% recyclable.*

