



**THE GILMAN BROTHERS COMPANY**

Gilman Road, Gilman CT, 06336 USA

800-852-4220

860-889-8444

Fax 860-889-5226

[www.gilmanbrothers.com](http://www.gilmanbrothers.com)

**FOR IMMEDIATE RELEASE**

**Another Showstopper as Gilman Brothers Goes Eco-Friendly at SGIA 2015**

*INFINITY™ and EAGLECELL™ are the hot choice for recyclable booth design and signage in Atlanta.*

SOURCE: THE GILMAN BROTHERS COMPANY, GILMAN, CT, OCTOBER 14, 2015

Gilman Brothers eco-friendly green products INFINITY™ 100% styrene foamboard and EAGLECELL™ are 100% recyclable and are indeed cutting edge products as featured members of their ColorOne™ white point management system which maintains their color under UV, incandescent and fluorescent lighting. Their recently added INFINITY 3mm is the only green, 100% recyclable product in its category making it the logical choice over other non green materials such as expanded PVC. "We keep listening. When the industry clamored for a 3mm recyclable, cold bendable foam with consistent white color, Gilman Brothers delivered," says Bill VanHorn, Gilman Brothers Director of Sales.

INFINITY offers high heat tolerances allowing for greater board flexibility to its other innovative attributes including cleanest surface, 2.5x foam density of other boards, and 3D forming allowing for print-ship-fold counter display; pole and column wraps; large floor stands; and overhead visual merchandising. Gilman Brothers also has the ability to process the foam and surface liners to match endless color configurations for an exact logo match. "Just imagine the possibilities for solid color core foamboards," says VanHorn. "Why would you paint the white edges of any white foamboard--after cutting for overhead and merchandising signage--when it could be produced for you with the solid color throughout?"

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

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*JPG: Visit Gilman Brothers eco-friendly, green, 100% recyclable INFINITY booth.*

