



THE GILMAN BROTHERS COMPANY
Gilman Road, Gilman CT, 06336 USA
800-852-4220
860-889-8444
Fax 860-889-5226
www.gilmanbrothers.com

FOR IMMEDIATE RELEASE

Gilman Brothers INFINITY® Rocks the House at Vegas GlobalShop 2016

Gilman Brothers new Rock & Roll 80s booth made entirely of INFINITY® took center stage at GlobalShop 2016

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The Gilman Brothers Company rocked the house at GlobalShop 2016 in Las Vegas with their new 80s Rock & Roll booth made entirely of INFINITY® styrene-faced foamboard. The new 10' x 20' booth featured a life-size tour bus crashing through a graffitied back stage brick wall. Stage rigging, amplifiers, drums, and guitars, all made entirely from their printable, cold-bendable, 100% green and recyclable INFINITY®, completed the high-energy scene. A Slash impersonator hired by Gilman Brothers added a fun twist to the booth experience.

Backstage visitors at Gilman Brothers' booth were amazed by the vivid printing quality of tour bus windshield reflection and graffitied "brick" wall, made possible by INFINITY's super-smooth styrene surface. The cold-bendability of INFINITY's patent-pending foam was showcased in the form of life-sized round snare drums that looked real enough to play and "amplifiers" that seemed to boom out classic 80s hits. INFINITY's strength, versatility and buildability were demonstrated in the "stage rigging" and life-size tour bus, proving once again that this is no ordinary foamboard product.

"Best show in Company history! We went full throttle with our theme and the retailers loved it. Feedback was outstanding related to entire ColorOne system with the highlight being INFINITY®," says Bill VanHorn, Director of Sales. "Commercial team will conquer and divide to meet, train and consult supply chain to take the ideas to PO's. Industry is tired of the same options; that is where we separate from the pack."

The 80s themed booth was designed and built by Artisan Complete of Markham, Ontario. This is the second booth that Artisan has produced for Gilman Brothers made entirely of 100% recyclable INFINITY®.

GlobalShop is North America's annual store design and retail marketing show, bringing together retailers, brand marketers, designers and industry suppliers each year since 1993 featuring 200,000 square feet of exhibition space. The annual show is hosted by the Association for Retail Environments (A.R.E.)|Point of Purchase Advertising International (POPAI).

INFINITY® may be printed, shipped flat, then fabricated and fitted into a fully functional 3D booth once it arrives at the show. INFINITY® also features a superior styrene surface eliminating pre-production cleaning and preparation which increases printing speed and efficiency. The Gilman Brothers ColorOne™ white surface allows graphics to go in and out of florescent, incandescent or UV light without changing the white point. INFINITY® is available in a thickness range from 3mm, 3/16" - 1" and a wide variety of sheet sizes from 16" x 20" to 60" x 192", with custom sizes and colors also available.

For additional information on INFINITY® contact us at 860-889-8444 USA; sales@gilmanbrothers.com; www.gilmanbrothers.com

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