



**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**

## **Gilman Brothers Launches Two New Videos to Their YouTube Channel**

*INFINITY® and MountCor® the subjects of two new videos released by The Gilman Brothers Company*

SOURCE: THE GILMAN BROTHERS COMPANY, GILMAN, CT, AUGUST, 12, 2016

The Gilman Brothers Company released two new videos to their YouTube channel this week. The videos, featuring INFINITY® styrene-faced foamboard and MountCor® low temperature heat-activated mounting board, are part of a growing series of promotional/training videos aimed at educating the entire supply chain about the Gilman Brothers product line. Both new videos are hosted by Bill VanHorn, Director of Sales at Gilman Brothers, and were filmed on location at The Gilman Brothers Company's home office and Customer Experience Center in Gilman, CT.

"Gilman Brothers continues to touch the entire supply chain with improved communication and product education", says Bill VanHorn, Director of Sales. "Our value-added approach to customer service goes beyond anything else you'll see in the printing industry. Our 24/7 customer service line and our fully operational Customer Experience Center, and now these training videos, are all part of that."

In the video featuring INFINITY® styrene-faced foamboard, Bill VanHorn demonstrates the difference in quality from other foamboards and explains, "When you have a more dense foam, it's a more crisp cut. You don't have the debris and the fracturing that happens with other materials. You don't have the tearing." The video also showcases INFINITY®'s color and size options as well as the unlimited possibilities for cutting and building 3D displays.

The second video features MountCor®, Gilman Brothers' low-temperature heat-activated mounting board. "The patent pending that we have allows the material to be used all the way down to 130°F," explains Bill VanHorn. "That's massive! Competing materials out in the marketplace can be exceeding 160-180°F. No other product in the world could be run as fast as this can on a laminator." In the video, VanHorn also demonstrates the tear strength of MountCor® when mounting such materials as 10 Pt and 18 Pt paper, HP Photo Paper and Yupo Synthetic Paper.

More promotional/training videos are currently in the planning stages and will focus on other products in the Gilman Brothers line. A video on the features and benefits of Gilman's Eaglecell™ all-paper graphics board is expected out later this year. These videos and others can be viewed on the Gilman Brothers website at <http://gilmanbrothers.com/videos/>.

The promotional/training videos were filmed and produced by VideoActive of Shelton, Connecticut.



For additional information on any Gilman Brothers products visit our website at [www.gilmanbrothers.com](http://www.gilmanbrothers.com), email us at [sales@gilmanbrothers.com](mailto:sales@gilmanbrothers.com) or call regular EST business hours 860-889-8444 USA or the new 24/7 hotline 860-884-2077.

END

# # #