



THE GILMAN BROTHERS COMPANY

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FOR IMMEDIATE RELEASE

Gilman Brothers Booth Brings Chicago Style Fun to Globalshop 2019

SOURCE: THE GILMAN BROTHERS COMPANY, GILMAN, CT, July 1, 2019

For the fourth year in a row, The Gilman Brothers Company has wowed GlobalShop attendees with a show-stopping, one-of-a-kind booth built entirely of their popular rigid graphics boards. This year's Chicago themed, stand-alone booth featured a "brick and steel" structure topped with an iconic graffitied elevated rail car. Shop counters below showcased colorful examples of POP displays made with INFINITY® Styrene Faced Foam and EAGLECELL™ All Paper Honeycomb Graphics Board.

Adding to the buzz and excitement of the Chicago theme, show attendees were met by a special guest appearance of Jake and Elwood, The Blues Brothers, who circled the convention center in their "Bluesmobile" replica '74 Dodge Royal Monaco police cruiser hawking "the fabulous Gilman Brothers booth" through their giant roof speaker. Inside the venue, visitors to the booth were treated to photo ops with the Blues duo.

"Team Gilman went all in this year," says Bill VanHorn, Director of Sales. "Feedback from retailers, printers, ad agencies and distribution was incredible. The booth showcased multiple examples of design flexibility and mixing in fun with the Blues Brothers theme kept the positive vibes going all week."

The Gilman Brothers Company has built a reputation for fun and creative, one-of-a-kind tradeshow booths built from and showcasing their product line. Each booth is custom designed and created, and the details are a closely guarded secret until opening day. Slideshows of Gilman Brothers' past trade show booths can be viewed on the company's website.

The GlobalShop 2019 booth is designed and built by Artisan Complete of Markham, Ontario. This is the fourth booth that Artisan has produced for Gilman Brothers. Artisan Complete recently completed a series of application prototypes showcasing how Gilman Brothers products can be used in the retail market. Examples can be viewed on the Gilman Brothers website.

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

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