



**THE GILMAN BROTHERS COMPANY**

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**FOR IMMEDIATE RELEASE**

## **Gilman Brothers UV Resistant INFINITY® Styrene Faced Foamboard to be Featured at Printing United in Dallas**

SOURCE: THE GILMAN BROTHERS COMPANY, GILMAN, CT, October 15, 2019

The Gilman Brothers Company recently announced that INFINITY® Styrene Faced Foamboard is now UV resistant. INFINITY® UV resistant styrene faced foamboard will be featured as one of the substrates used to construct the company's booth at the upcoming Printing United tradeshow in Dallas later this month.

Independent testing of UV resistant INFINITY® is part of the company's ongoing initiative to provide the market with quality products supported by reliable technical data and resources. "The graphics and packaging industries continue to evolve at lightning speed," says Bill VanHorn, Director of Sales. "We are not only keeping up but also getting ahead of trends. Our UV resistant INFINITY® delivers exceptional value throughout the entire supply chain."

A ten-page Commercial Launch Package reintroducing INFINITY® UV Resistant Styrene Faced Foam Board was recently made available to the industry by The Gilman Brothers Company. With unparalleled transparency, the commercial launch package includes updated sell sheets, pictures, visual metrics and test certificates along with details around the fluorescent cool white and QUV tests.

INFINITY® is a UV resistant styrene faced foamboard for semi-to-permanent applications. Made with a proprietary digital grade styrene surface which eliminates post production cleaning or any additional preparation prior to printing, INFINITY® increases your productivity. With INFINITY®, you can print direct, ship flat, and then cold bend into 3D shapes to assemble on site. INFINITY® provides cost-saving solutions to your bottom line. The versatility of INFINITY® brings any design to life to further enhance your customer's retail experience.

Independent testing performed by Q-Lab Testing Services of Homestead, FL compared new UV resistant INFINITY® alongside original INFINITY® and a competing styrene-faced foamboard. Q-Lab UV test results demonstrated that new UV resistant INFINITY® performed superior when compared to other test subjects.

To receive a sample of INFINITY® styrene faced foamboard, or to see a video about INFINITY®, 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 our 24/7 hotline 860-884-2077.