



THE GILMAN BROTHERS COMPANY

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FOR IMMEDIATE RELEASE

The Gilman Brothers Company Launches New Resilient® Soft Touch Foam

A velvety soft, closed cell foam board that recovers immediately after compression.

SOURCE: THE GILMAN BROTHERS COMPANY, June 15, 2022

The Gilman Brothers Company is excited to announce the launch of Resilient® Soft Touch Foam. Resilient® is a velvety soft, fine cell foam board that recovers quickly after compression and features a unique true-black edge that is visually pleasing with no need for edge banding. Application possibilities range from block letters and custom packaging to retail displays, graphic signage and wall décor.

The Resilient® product line is available with a consistent white surface that provides a smooth, glass-like surface for direct digital printing applications and with one-side pressure-sensitive adhesive for mounting applications. Resilient® is made with "spring-back technology" which enables it to recover quickly after compression and dent-resistant corners that eliminate any damage in shipping. Resilient® is very lightweight, making it a versatile option for wall décor applications like dimensional block letters and photo tiles.

An exclusive video conference introducing Resilient® recently drew the interest of hundreds across multiple markets. The Gilman Brothers business development team has begun scheduling on-site consultations along with more video presentations and will have direct involvement with all quotes and sample requests. A new promotional video and detailed commercial packet can be viewed at gilmanbrothers.com/resilient.

"Resilient is a game changer based on key characteristics such as recovery, clean edge, lighter weight, printability and ability to mount, not to mention the ease with cutting the material," says Bill VanHorn, Director of Sales. "This is the fastest-growing segment in our company history."

"The passion we've seen from retailers and fabricators over the many creative applications for Resilient, not to mention the safety aspect, has been amazing," says Ari Luna, Business Development Manager. "I have been here for over 15 years and have never been more excited about a new product."

The launch of Resilient® is strategically timed with The Gilman Brothers Company's recent purchase of a Zund G3-2500 digital cutter. With this purchase, the company will be able to provide value-added services to customers via prototypes, design, and cut files.

The Resilient® product page on Gilman Brothers website features application photos, cutting guidelines, and more. Patent-pending Resilient® is made in the USA and is available in gauges ranging from 1/2", 3/4" and 1" thicknesses and is currently available in 50" x 87" sheets. Resilient® cuts easily and cleanly with most commercial cutting equipment. Cutting guidelines can be downloaded from 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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