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**FOR IMMEDIATE RELEASE**

**Gilman Brothers New Resilient® Soft Touch Foam is an Industry Game Changer**

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The Gilman Brothers Company’s revolutionary new Resilient® Soft Touch Foam is meeting rave reviews among industry leaders and brand owners. The patent-pending material, named for its unique compressive and tension rebound properties, has quickly become the fastest-growing product segment in the company’s 125-year history.

Resilient® is a velvety soft, fine-cell foam board that recovers quickly after compression and features a true-black finished edge that requires no banding. The lightweight, ultra-smooth, semi-rigid board is capable of providing the highest-quality display appearance compared to traditional foam boards. Resilient® is available in both print and mount versions and can be customized with a variety of accessory surface treatments, making it a versatile option for brands and fabricators. Because it is lightweight and requires no costly hanging systems, it is a perfect choice for creating 3D signage like large block letters and dimensional indoor wall decor.

“Resilient®’s features provide flawless execution while providing cost-saving solutions,” says Ari Luna, Business Development Manager, “There is absolutely nothing else like it in our industry.” The rapid surge of excitement for Resilient® has prompted the company to add to its commercial and production resources to meet growing demand. Gilman Brothers will be kicking the new year off with a series of exciting promotional videos and product training materials aimed to educate, innovate, and inspire. Gilman Brothers has also recently acquired a 50,000 sq. ft. warehouse facility to support market growth.

Resilient® has also quickly caught the attention of the ever-growing photo square and wall art markets. Continuing to focus strongly on the framing, photography, and art industries, Gilman Brothers will be exhibiting Resilient®’s versatility at Imaging USA in Nashville, January 22-24 (Booth 379) and has recently renewed its membership with Namta®, the association of the art/creative materials industry.

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 24/7 hotline 860-884-2077.

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