



THE GILMAN BROTHERS COMPANY

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FOR IMMEDIATE RELEASE

Gilman Brothers Rocks the House at PRINTING United Expo 2022

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The Gilman Brothers Company rocked the house at the PRINTING United Expo in Las Vegas with a show-stopping rock-and-roll stage booth produced entirely from their substrate product line. Gilman Brothers collaborated with Zünd America, Inc. to showcase in one location the possibilities when the right materials, software, and equipment are combined and executed from prepress to printing and finishing.

The Gilman Brothers Company portion of the Zünd America, Inc. booth featured a performance stage, electric guitars, amplifiers, drums, and giant guitar picks, all made entirely from the Gilman Brothers product line. Components of the rock stage display were fabricated from Resilient® Soft Touch Graphic Board, INFINITY® Styrene Faced Foamboard, and EAGLECELL™ All Paper Graphics Board. Zünd, a leading manufacturer of multifunctional digital cutting/routing systems, provided a dedicated cutting table to give show attendees a unique opportunity to watch firsthand the superior cuttability of Resilient® and INFINITY®.

The 10'x30' rock-and-roll themed booth was designed, printed, cut, and assembled by T3 Expo, headquartered in Lakeville, Massachusetts. T3 Expo's team of Eventgineers created and produced the dynamic visual effect, capturing the graphic details of the rock-and-roll theme while spotlighting the printing and cutting superiority of Gilman Brothers substrates. "The elite team at T3 worked seamlessly with us to execute this realistic display," says Ari Luna, Business Development Manager. "Their ability to capture our vision and bring it to life was invaluable."

Durst Image Technology of Cleveland, Ohio, "live" printed multiple images on Resilient® Soft Touch Foam and INFINITY® Styrene Faced Foamboard, demonstrating the superior printing surface of Gilman Brothers boards. Selfie frames and colorful samples provided booth visitors with a fun-filled takeaway.

"Energy was high at our booth as Team Gilman engaged with key industry partners!" says Bill VanHorn, Director of Sales. "A sold-out customer event along with three days of insane booth traffic makes PRINTING United 2022 a historic success! We LOVE this industry!!"

The Gilman Brothers Company and Zünd America, Inc. also joined forces to host an exciting, invitation-only, rock concert event. The fun-filled venue provided an informal setting for industry partners to network outside the walls of the traditional tradeshow format.

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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