



## THE GILMAN BROTHERS COMPANY

### PRESS RELEASE

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#### FOR IMMEDIATE RELEASE

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### Gilman Brothers' New Bright White Insite® Reveal® Foam Board

#### ***New surface liners compare to standard boards like night and day***

Gilman, CT - The Gilman Brothers Co. has announced Insite® Reveal® foam board with bright white surface liners, a "standard" foam board based on the company's proprietary Reveal® rigid foam core. Created for a wide range of graphics and display applications, the white clay coat surface delivers extraordinary vivid colors and sharper contrast for screen printing and digital imaging applications. In addition, Insite's surface coating is formulated with colorfast dyes that provide enhanced fade resistance and extended shelf life. The new board is recommended for signage, POP, mounting, screen and digital printing, sets and props, visual merchandising and other dimensional graphics.

According to the company, Insite Reveal is the most rigid foam board in its class, providing an extremely flat and warp-resistant board. Gilman Brothers Reveal® foam is engineered with very fine cells, which provides an ultra-smooth printing surface, along with clean cutting and converting characteristics. The combination of the Reveal foam core and premium surface liners allows the board to maintain its thickness during mounting, laminating, screen-printing and die-cutting.

Insite Reveal is available in thicknesses from 1/16 to 2" and sizes from 24 x 36 to 48 x 144"

For more information on Insite® Reveal®, please visit [www.gilmanbrothers.com](http://www.gilmanbrothers.com) or contact Phil Gray at 860-889-8444. Free samples requests are available at [www.gilmanbrothers.com/sample.html](http://www.gilmanbrothers.com/sample.html)

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## BACKGROUND

**The Gilman Brothers Co.** is one of North America's premier manufacturers of foam board products for signage, display and graphics. Founded in 1899, the company has been instrumental in developing and bringing to market innovative products for the changing needs of the visual industries. The company is based in Gilman, CT.