



PRESS RELEASE

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US Liner Company Releases “The Lighter Side IV – Sales Pool”

CRANBERRY TOWNSHIP, PA – US Liner Company (USLCO), the world leader in engineered reinforced composite materials, is excited to premiere its latest in the Lighter Side Video Series with its Dead Pool spoof “Sales Pool – The Search for the Cure”. This new video, the fourth in the series, introduces Versitex AM, US Liner’s new antimicrobial liner product.

“The Lighter Side Videos are developed to get our marketing message out in a humorous presentation that makes it memorable” said Jeff Meek, Vice President of Sales and Marketing for US Liner. “Our customers excitement towards these videos drive the creativity to continue to develop more! Truly inspiring for something we originally really took a chance on.”

In this video, Sales Pool and the ‘normal cast of characters’, interview and hire a sales team to teach the world about Versitex AM with Sanafor®, the best option for antimicrobial protection for trailers, truck bodies, rail and shipping containers. Sanafor® is built into the US Liner Versitex® AM thermoplastic panels during the manufacturing process. This built-in protection eliminates 99.4 percent of harmful bacterial, mold, fungi and algae on contact. The antimicrobial protection does not wash off or wear away and helps provide ongoing protection against harmful microorganisms throughout the useful life of the liner.

As part of the development process Versitex® AM treated panels were tested using ISO and ASTM published test protocols demonstrating the effect of inhibiting the growth of microorganisms up to 99%. Versitex AM panels have been approved by the FDA for use in food transport applications and are an important element in helping carriers comply with Food Safety Modernization Act standards and protocols.

Michael LaRocco, President & CEO for US Liner states, “As a company, we’re driven by constant innovation so it is natural for us to deliver our marketing message in a creative and humorous way; in the same way we concentrate on product differentiators that set our materials apart from generic industry offerings.

To view “USLCO Lighter Side IV – Sales Pool,” please visit the company website: www.USLCO.com, or to US Liner’s YouTube Channel: youtube.com/usliner.

Sean Montgomery, owner of 323 Productions said, “Jeff (Meek) and I share a love for the Dead Pool movies and when he developed the idea for Sales Pool, I couldn’t wait to get started! We were able to mix the past Lighter Side elements for the fans of the Series and incorporate the Versitex AM material in a very funny presentation. These videos just keep getting better!” For more information on 323 Productions, please visit: www.323productions.com.

About US Liner Company

Headquartered near Pittsburgh, in Cranberry Township, PA, U.S. Liner Company, is a division of American Made, LLC, which was founded in 1983. Since 1998, the company has been a leading supplier of composite materials that are widely used in the truck/trailer market and supports an ever-widening range of applications in the automotive, RV, rail and intermodal transportation, building products and military markets. To find out more about US Liner Company, visit: www.USLCO.com.

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