



PRESS RELEASE

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US Liner Company Releases “The Lighter Side III”

CRANBERRY TOWNSHIP, PA – US Liner Company (USLCO), the world leader in engineered reinforced composite materials, is excited to premiere “Lighter Side III, the Championship Sales Fight” video with its humorous look at facing competitors in sales presentations.

“These videos have become our calling card for having fun while you work” said Jeff Meek, Vice President of Sales and Marketing for US Liner. “It is truly rewarding when customers ask me when the next video will be coming out. It is inspiring to make people laugh and market US Liner in a very unique way. We have almost become as famous for our Lighter Side videos as our materials!”

Taking its cues from Rocky, the Marketing Ninja has transformed his character to be known as the “Liner Designer”. Lighter Side III is more movie-like than its predecessors, but as usual; US Liner’s marketing team adds a very random scene to steal the show.

Michael LaRocco, President & CEO for US Liner states, “The Lighter Side Video Series has literally taken on a life of its own. These videos, each carrying its own message about our products and philosophies, just illustrate how much we love what we do, we are fun to work with and we care about building strong relationships with our customers.” Mike continued, “The overwhelming response we have had to our Lighter Side videos makes us want to continue to make more of them. We already have new ideas in the works. Lighter Side III really upped the ante for production quality and humor. We are really proud of this latest one.”

To view “USLCO Lighter Side III – The Championship Fight Video,” please visit the company website: www.USLCO.com, or to US Liner’s YouTube Channel: <https://youtu.be/xvIU6zTLPOA>.

Sean Montgomery, owner of 323 Productions said, “Jeff (Meek) had a vision and wrote a tremendous script. It was our job to bring this video to life. We think this is the best Lighter Side yet.” 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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