



# PRESS RELEASE

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## Humor in Manufacturing - The Lighter Side of US Liner Company

**CRANBERRY TOWNSHIP, PA** – US Liner Company (USLCO), the world leader in engineered reinforced composite materials, is excited to launch a new video showcasing the company's lighter side of business.

“A video that takes a humorous approach to business is a risk. However, stepping out of our comfort zone and doing something completely different shows that US Liner is an innovative and cutting-edge company.” said Jeff Meek, Vice President of Sales and Marketing for US Liner.

The video parodies the manufacturing processes that USLCO performs on a daily basis. Examples include: not using sex to sell their product, impact testing material with a golf ball, repairs made with an iron and heat gun, and creating material like an executive chef would create a culinary masterpiece...well, you just have to see it for yourself!

Michael LaRocco, President & CEO for US Liner states, “We are totally committed to the quality of our products and the satisfaction of our customers, so we desired to create something memorable and to simply make people laugh.”

To view “The Lighter Side Video,” please visit the company website: [www.USLCO.com](http://www.USLCO.com), or to US Liner’s YouTube Channel: <http://www.youtube.com/watch?v=ULFO6HQ5SBY>

USLCO selected Pittsburgh based Creative Studio Three20Three Productions, LLC to take on the job of putting humor into a manufacturing video. Sean Montgomery, owner of three20three productions said, “Jeff (Meek) had a vision of how the video should be presented. Working with that vision, we were able to produce a high-quality video that is informative, funny, memorable and relatable.” For more information on three20three Productions, please visit: [www.323productions.com](http://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](http://www.uslco.com).

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