



PRESS RELEASE

19 Leonberg Rd., Cranberry Township, PA 16066 • Phone: 724-776-4044 • Fax: 724-776-4045

December 2014 - FOR IMMEDIATE RELEASE

CONTACT: Jeff Meek, (724) 776-4044 ext 106, jmeek@USLCO.com

US Liner Company Releases “The Lighter Side Too”

CRANBERRY TOWNSHIP, PA – Back by popular demand, US Liner Company (USLCO), the world leader in engineered reinforced composite materials, is excited to launch, as a follow-up, the second “Lighter Side” video with a humorous spin on the customer care experience.

“These days most people expect bad service regardless of whether it’s from a personal or a business perspective” said Jeff Meek, Vice President of Sales and Marketing for US Liner. “When you simply do your job, in an interested and pleasant way, all of the sudden you are viewed as providing exceptional service.”

The new Lighter Side Video parodies, in a way only USLCO could portray, a new sales representative warped view of self and her perception of how she thinks she is doing a great job. Sadly, only she has that impression.

Michael LaRocco, President & CEO for US Liner states, “US Liner has always been a trend setter and today we set ourselves apart from our competitors by treating each and every customer as if they were our only customer. We do this by setting high expectations on ourselves and our materials.” LaRocco added, “Jeff and his marketing team set out to do something fun and memorable. These Lighter Side videos are certainly that! We trust people viewing them will enjoy the message of what not to do. And definitely don’t take them too seriously!”

To view “The Lighter Side Too Video,” please visit the company website: www.USLCO.com, or to US Liner’s YouTube Channel: <http://youtu.be/RhwHrG-OUE0>.

USLCO once again selected Pittsburgh based Three20Three Productions to take on the job of creating this second release. Sean Montgomery, owner of three20three productions said, “Jeff (Meek) made it clear there was a tremendous anticipation for the next video and we could not release a dud! We think it everyone will really enjoy it.” For more information on three20three 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.

###