



PRESS RELEASE

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

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

US Liner Company launches new expanded website to drive new business and serve existing customers

CRANBERRY TOWNSHIP., PA – US Liner Company (USLCO) launches a new, completely restructured website (<http://www.uslco.com>) with a focus on usability and search engine friendliness. The new site design offers an improved user experience, expanded content and online resources for both existing and prospective customers and sales representatives.

Jeff Meek, Vice President of Sales and Marketing at US Liner, states “In today’s technological environment, it is extremely important for us to have a cutting edge website to not only attract new clients, but to provide our existing customers to have accessible, critical information at their fingertips”. The expanded content includes videos, industry solutions, news & events and immediate customer care. The enhancement of our online offering will allow for better interaction and more rapid solutions to resolve customers’ needs.

US Liner selected Pittsburgh, PA based marketing firm Levy MG for the redesign and development of the website. “With the updated website, we now have a solid foundation for our online marketing initiatives,” states Michael LaRocco, President & CEO at US Liner Company. “The redesign of the website is a key element to reaching new customers and to being an online resource for our industry.”

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.

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