



American Roller

# AMERICAN ROLLER

## PRESS RELEASE

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### American Roller Launches New Resources Dedicated to Virtual Customer Assistance and Support

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Union Grove, WI – New additions to the American Roller website better assist customers during these difficult times. The launch of the new Digital Customer Care Capabilities Platform contains valuable resources to customers looking for information on their order status or wanting to schedule meeting with a specialist. Customers can view the platform on the website or by visiting, <https://americanroller.com/digital-resources/>.

As a designated critical manufacturer, it is important that American Roller maintains a consistent, reliable supply as well as transparent communication to both customers and employees. The new digital platform was built to strengthen customer support channels and effectively increase communication.

“Like most, we prefer to schedule our meetings face-to-face, but in these times we understand that it is not always possible. The new scheduling tool enables our customers to easily schedule a meeting in whatever format they prefer whether that’s through phone calls, video, or in-person meetings,” said Mike Matus, VP of Sales and Customer Service.

With the new platform, current customers can check on an order status, request a pickup, and also check the status of our transportation fleet and their products. Providing the latest in our products, services, and capabilities, the page features a library of educational content for customers to view; online videos, blog posts, and on-demand webinars are currently available in addition to so much more planned for the future.

#### About American Roller

American Roller Company is an industry leading provider of engineered services and industrial rollers including rubber and urethane coverings, plasma coatings, and core fabrication. Founded in 1938 and based in Union Grove, WI, American Roller has multiple facilities spread throughout the United States and a facility in China. Operating under the American Roller, Plasma Coatings, and C.R.E.W. brand names, American Roller is committed to providing its valued customers ever-improving products, services, and performance.

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