**Challenges**

Customer had oil-filled heat transfer rolls in nine plants. After hearing about American Roller’s Thermalon® roll, he had great interest but wasn’t sure he could sell upper management on the purchase price.

**Solutions**

Sales Department personnel presented Thermalon® capabilities, with the support of Technical Staff. Customers with similar applications also provided references. An analysis of oil-filled rolls versus electrically heated rolls convinced the decision makers that the cost was well justified by the ROI.

**Customer Value**

Customer has reduced maintenance costs. Production is up due to the ability to increase line speeds by running at 500 degrees F. (oil could only run at 320-350 degrees F) Customer also has less scrap and defective product due to consistent heat from side to side on the Thermalon roll (within 1 degree F). Oil-filled roll the customer was using varied 10-12 degrees F.

For more information contact:
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