



American Roller

# AMERICAN ROLLER

## PRESS RELEASE

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### American Roller Acquires Northern Roller, Expanding Service in the Northeast

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January 4<sup>th</sup>, 2021

Union Grove, WI – American Roller has recently expanded service to the Northeast and parts of Canada with the acquisition of Northern Roller. Northern Roller, located in Mississauga, Canada, is a rubber roller facility that is now part of the American Roller family. Led by Ron Zawacki, this strategic addition enables American Roller to not only serve the Canadian market with local coverage but also portions of the upper Northeast, USA.

With the addition of Northern Roller, American Roller has expanded its national truck service into Canada and the Northeast, further expanding its integrated network of pickup and delivery capabilities unmatched in the industry. In addition to the new location and service capabilities, Ron and his team bring extensive knowledge of the industry to American Roller and will be part of the global product management team.

“Ron and his team coming into our network of facilities and being part of our global product management team adds to our unmatched depth in the industry”, says Dan Cahalane, President & CEO of American Roller. “American Roller remains the only one-stop-shop in the industry with core, coverings, and coatings in-house enabling us to drive solutions of value as opposed to selling unit price rollers.”

Customers in the upper Northeast, USA and parts of Canada can begin taking advantage of these new services immediately since they are already integrated into the American Roller automated e-pickup and e-notification procedures. Ron Zawacki, General Manager explains, “The expanded product portfolio and process depth of American Roller enables us to provide new solutions and capabilities to our customer base. American Roller’s solution versus commodity approach fits with our culture and strategic direction.”

#### **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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