



AMERICAN ROLLER COMPANY

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FOR IMMEDIATE RELEASE

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American Roller Way Milestone Hits 5 Years

Company memorializes people, process, and technology strategy.

Union Grove, WI – American Roller is pleased to announce that its 10th plant location is integrated into the *American Roller Way*. 2024 also marks 5 years since the inception of the American Roller Way business strategy.

In 2019, American Roller partnered with Hamilton Robinson Capital Partners, bringing in key board members with deep experience in the Toyota Production System and methodology. This Board experience base and American Roller team members have accomplished what few have done in a middle market, custom job shop manufacturing environment by fully implementing the foundation of the Lean tools.

In 5 years, and even during COVID-19, the company has acquired 3 organizations, re-tooled its entire manufacturing systems and infrastructure, and implemented the American Roller Way processes and technology in all 10 locations across all support departments.

“In my three years since joining the company, I am amazed how the team has embraced and applied the lean philosophies,” said Vice President of Operational Excellence, Ron Trost. “While we are pleased with the progress, we are only scratching the surface of what is possible.”

American Roller is set to make more expansion and improvement announcements in the summer of 2024 and reports that many more improvement opportunities have yet to be realized.

“While our manufacturing and support services model and cultural way of doing business is important, it isn’t valuable until our teams put it to work,” said Dan Cahalane, President and CEO of American Roller. “2023 was a record year in our performance, and that translated to each and every employee realizing record financial benefits due to their hard work.”

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 throughout the United States and a

facility in Canada and China. American Roller is committed to providing its valued customers ever-improving products, services, and performance. For more information, visit www.americanroller.com.

About Hamilton Robinson Capital Partners

Hamilton Robinson is a private equity firm based in Stamford, Connecticut, that invests in entrepreneur and family-owned companies or corporate divestitures with a dominant position in their niche sub-sectors of technical B2B services and highly engineered manufacturing with revenues of \$15 to \$200 million and earnings of \$3 to \$15 million. Founded in 1984, HRCP has completed over \$1.8 billion in transactions supporting over 80 family businesses and corporate divestitures. Investors include leading financial institutions, funds, family offices and individuals in the United States and Europe. For more information visit www.hrco.com.