



FOR IMMEDIATE RELEASE

Trufast Launches New Website with Enhanced Features

The new platform provides user-friendly navigation with tools to help customers access useful resources quickly and efficiently.

August 22, 2018 – Bryan, OH – Trufast, a division of Altenloh, Brinck & Co. U.S., Inc., recently launched its new website platform. The improved website provides an easy-to-use resource to access product information quickly in a mobile-friendly environment. Users can find the most current technical information and a robust library of product documentation within two clicks from the home page.

“When developing the new website, we really focused on our customers’ needs,” commented Trufast Marketing Manager, Kara Roth. “Trufast is known for its continued focus on the customer experience and we were committed in developing a website with that same focus.”

In addition to an enhanced website, Trufast can now be found online on social channels Facebook, LinkedIn, Twitter, Instagram and YouTube with the handle @TrufastUSA. Followers of Trufast’s social channels will have access to installation videos, product promotions and other company news and events. The latest Trufast information will be found on their social channels.

About Trufast: Since 1981, Trufast has been manufacturing quality commercial roofing fasteners for low slope roofing systems. Focused on developing innovative fastening solutions, Trufast was the first to produce self-drilling & tapping screws for all gauges of steel roof decks, an industry standard for ease of installation; the first to offer stainless steel commercial roofing fasteners; the first to provide-coated polymer painted products for improved corrosion resistance for the commercial roofing industry; and the first to pre-assemble screws & plates and offer standup tools that improved installed costs and job ergonomics.

The company’s product offering has grown to include engineered fastening systems for Structural Insulated Panels (SIPs) and Nail Base Panels. The company also offers a variety of Trufast adhesives and sealants for commercial roofing.

Trufast products are produced at the ISO 9001:2015 certified ALTENLOH, BRINCK & CO. GROUP (ABC) complex in Bryan, OH with warehouse locations in Jacksonville, FL, Grand

Prairie, TX and Chino, CA. ABC, which acquired the Trufast Company in 2005, is a global leader in the manufacturing of fastening solutions for the automotive and construction industries and is widely recognized for its SPAX® brand that is sold through leading home improvement centers across the U.S.A.

For more information, visit www.trufast.com.

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