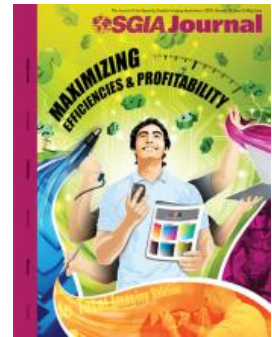


Lima, OH – August, 2015

American Trim contributed to SGIA Journal Feature Article “Q&A: The Future of Industrial Imaging”

American Trim was recently featured in the SGIA Journal article “Q&A: The Future of Industrial Imaging.” Steve Hatkevich, Director of Research and Development, was one of three contributors responding to questions centered on the changing trends and technologies introduced in the marketplace, and how the print and imaging industry adapts to those changes.

Steve noted that in the global marketplace, customers need innovative solutions to differentiate their products. American Trim’s award winning design team promotes customer’ brand identity by helping create products that set them apart from their competition.



The consumers’ desire for increased aesthetics creates a need for our customers to be first to market with innovative products. These highly decorated functional parts may have shorter launch cycles to serve smaller demographic groups. “The ability to offer authentic materials as part of our offering to our customers has helped American Trim differentiate ourselves from the marketplace and has led to new opportunities.”

The article also addressed adapting to trends in digital technology and international competition.

About American Trim

American Trim specializes in the forming, decorating, and coating of metal and composite substrates and is a Tier 1 supplier to the transportation and appliance markets. These core competencies are supported and enhanced by American Trim’s Design and Research and Development activities ensuring the most advanced and cost effective solutions for its customers.

For more information, please visit our website at <http://www.amtrim.com>