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## ROLL-2-ROLL TECHNOLOGIES LLC ANNOUNCES REBRANDING CAMPAIGN

Roll-2-Roll Technologies unveils their new logo and website on February 1st, 2018

Stillwater, OK, January 31st, 2018– Roll-2-Roll Technologies LLC is launching their rebranding campaign with the presentation of their new logo and website on February 1st, 2018. The simplified and stylish new logo design summarizes the company’s vision of simple to use solutions for the Converting Industry. It includes multiple variations of the logo for use in different branding opportunities. The website continues with the vision by providing a user friendly uncluttered arrangement including not only product information, but also valuable support material in videos, manuals, and technical documentation. The website URL has also been updated in the rebranding by simplifying it to [r2r.tech](http://r2r.tech). The .tech top level domain has been adopted to highlight the focus on technological development in the sensor and web guiding space of the converting industry.

The rebranding includes the statement **“One Sensor. Period.”** The statement highlights the only sensors in the market that can handle any materials without the need for calibration. One sensor can be used for a variety of materials, porous, transparent, opaque, without any adjustments of controls. Additionally, the sensor has the capability of multiple applications for web guiding such as edge detection, center guiding, line guiding, and contrast sensing. Other simple inspection applications include width measurement and monitoring, thread counting, measurement, and monitoring. One sensor consolidating multiple functionalities eliminating the need of stocking different sensors to perform all these different applications.

*“The rebranding of our company is focused on the ease and simplicity with which our sensors and web guides can be installed and operated. Our customers have seen the advantage of the sensor’s attributes and are enjoying the benefits of its ease of use. Our list of customers has grown because of the products and our ability to respond quickly to our customers needs. We invite everyone to visit our new website so they can see our products and other features that we hope will provide great benefits to the industry” indicated Aravind Seshadri, President of Roll-2-Roll Technologies LLC*

Roll-2-Roll Technologies LLC invites all converters and related industries to visit the [website](#) periodically as the company will continuously add more instructional materials and videos to make web handling information accessible to all.

*Roll-2-Roll Technologies LLC provides the most advanced and simple to use web positioning sensor technology for the converting industry and general automation. The nimble technical company, we are the disruptors of the web handling industry for the benefit of our customers.*

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If you would like more information about this topic, please contact Pedro Velasco at 405-726-0731 or email at [marketing@r2r-tech.com](mailto:marketing@r2r-tech.com). Visit the company website at [r2r.tech](http://r2r.tech) for additional resources, whitepapers and instructional videos.