



### Company Spotlight - TAPCO

TAPCO is a true success story when it comes to growing their government sales – from signage in our National Forests, stop signs at military check points to road systems to prevent wrong way driving on highways – TAPCO has become a leader in the industry.

Andrew Bergholz, VP of Sales has been the driver in the development and growth of their Federal market sector. “We started getting involved in Federal sales about 10 years ago. It has grown into a significant market sector. The combination of GSA Schedules, some aggressive marketing and keeping on top of what and how the government is buying has kept us in front of opportunities.”

A simple way of thinking about "who their customer is" is anyone with a parking lot. TAPCO holds a diverse customer base within each sector. Within the public sector, TAPCO supplies every functional layer of the government (Federal, State, County and Local). TAPCO manufactures a comprehensive line of solar powered and wirelessly operated ITS (Intelligent Transportation Systems), including a line of branded Blinker™ products. When driving, if you've seen traffic signs with bright flashing LEDs around the border, that is a TAPCO invention. TAPCO is continuously innovating to improve safety while integrating green and secure technology in their new products.

TAPCO (Traffic & Parking Control Co., Inc.) is a Wisconsin based business headquartered in Brown Deer, Wisconsin dedicated to manufacturing, distributing and servicing the latest innovations in safety. Founded by Ray Bergholz in 1956, TAPCO has remained privately owned by two families for three generations.

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