

Restructuring of APCO's Components Division

Effective December 1, 2010 APCO will be restructuring its USA Components Division and ceasing all future promotions of APCO modular sign products to the trade. The decision for this change is in no way reflective of APCO's health or stability, rather a decision based upon changing market conditions as described below.

Reason for the Restructuring

The Market Spoke...and We Listened

APCO was founded in 1966 and operated as a retail-only architectural sign company for many years, promoting our products and services strictly to the end user and specifier markets. With the development of more *modular* sign products in the early 1990's and with a growing demand for architectural signs in what was a large and fragmented sign industry, APCO opened the Components Division in 1992.

The Components Division was established to promote those modular APCO systems which were conducive to being sold in component form, offering them unfinished to the sign trade at wholesale prices. At the time, and for many years to follow, the US sign market was large enough and APCO's Retail Division was small enough that both could operate successfully with very little overlap or confusion. However, this situation has been changing in recent years and since the economic downturn in 2008, with more sign companies competing for fewer projects, the amount of confusion and negative feedback in the market has forced us to reevaluate our strategy.

Promoting APCO products in both retail and wholesale markets has become confusing to the market and unintentionally misleading to our customers. For this reason, APCO has made the decision to cease all promotions of its Components Division. Although APCO will continue to cooperate with many sign companies and dealers across the US on a project-specific basis as we've done since the 1960s, our promotions will be limited to the end user and specifier markets.