

Plasticade®

Skokie, Ill.

Plasticade continues its rebranding efforts with a new website and a new product. The company, which began as American Louver, has made traffic safety through its temporary traffic control products a key priority as it moves forward.

Plasticade is a family company with Geoff Glass Jr. serving as the company's President and CEO. He is the third generation from the Glass family to serve in that role. American Louver was founded in the 1940s by Walter Glass, who invented the plastic version of louvers for fluorescent lights. The company began to evolve, and Geoff Glass Sr. was the inventor of the first plastic Type I and Type II barricade. Over the years the company added different traffic control products, barricades, channelizers and drums.

"Plasticade was a product line and business unit within the company," said David Foy, Vice President of Sales and Marketing. "At the end of 2009, Geoff Glass made the decision to sell our 60-year-old lighting business so we could focus on the temporary traffic control business," he said.

The company changed its name from American Louver to Plasticade to help avoid confusion and give customers a clearer idea of what the company manufactures. According to Foy, temporary traffic control is the future growth platform for the business.

"Many of our customers knew us as Plasticade, but they would get an invoice from American Louver," Foy said.

As part of the rebranding, Plasticade.com is getting a makeover. Foy said the site looks better visually and provides visitors more information.

"We're going to do something that no other manufacturer is doing, and that is filling a database for a state by state buying guide," he said. "It will tell users what the requirements are and what corresponding Plasticade products meet each state's requirements."

In addition, Foy wants to offer customers more when they click on Plasticade.com.

"We want our website to be a true destination," he said. "We don't want it to be an electronic brochure with company and product information, but with industry information as well."

According to Foy, the company will build a database of whitepapers to help customers run their business more effectively, teach them about traffic control and educate them on work zone layout, as well as show them how to get the most out of their drums by proper use and treatment.

In addition to the new website and rebranding, Plasticade has just launched a new drum.



David Foy, Vice President of Sales and Marketing and Alex Samolow, Vice President of Operations, discuss Plasticade products.

"Often times people say a drum is a drum is a drum," Foy said.

The new Econocade II Traffic Drum has several new features including a tire locking ring that prevents the drum from spinning. It is shorter than other Plasticade drums making it easier to stack for storage and to increase the number that can be loaded on a truck. It also has a new scalloped handle to make it easier to lift and move.

Plasticade makes more than just barricades and drums.

"We are the largest maker of plastic A-frame signs in the United States," Foy said.

But barricades opened the door to sign making for Plasticade.

"What we noticed was customers were buying [the plastic barricade] and not using it as a barricade," he said. "They were putting a sign on it. After a while the company developed a sign around the same concept. The Signicade is the best selling sign frame, and it started as traffic control."

Plasticade also makes plastic baskets for grocery stores, security mirrors, a line of HVAC grilles, and retail sign frames. "Chances are if you've seen a plastic valet parking sign, it was made by us," Foy said. However, traffic safety remains a high priority for the company.

"Traffic safety is one of our primary growth priorities," Foy said. "As

evidenced by our president's continued investment in people and equipment."

And the company has shown their commitment to traffic safety by creating a Director of Government Relations position, which is filled by ATSSA past Chairman Henry Ross.

"By hiring a Director of Government Relations, and someone of Henry's stature, we're showing we're serious about being a leader in the traffic control industry," Foy said. "There is so much technical information, applying for approvals, following regulations, and understanding requirements on a state by state basis, that having someone like Henry is a big positive step forward."

Plasticade is also active in ATSSA. Foy said, "ATSSA provides a valuable resource for companies and individuals in the industry."

"You have someone there, whether it's a political issue or a user issue, you find out what issues are important to your customers and the industry," he said. "ATSSA staff and ATSSA members are active and working to push forward things that are important to the industry."

Plasticade is located in Skokie, Ill.

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Craig Esherson, Warehouse Manager, and Thomas Seiford, Regional Sales Manager, look at the new Econocade II Traffic Drum.



Members of the Plasticade staff include Laura Kopferlin, David Foy, Michael Stark, Roosevelt Walker, Henry Ross, MaryJo McElroy and Thomas Seiford.