



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Larco, a division of ATEK Products, LLC hires new Sales and Marketing Manager

Position will be responsible for growing Larco's customer base.

Brainerd, MN – Larco, a national supplier of automatic door and industrial safety systems, has hired Tom Shirk as the Sales and Marketing Manger. In this position, Shirk will be responsible for growing the Larco product lines and bringing in new customers for Larco.

“As we continue to expand to meet the needs of our customers, adding talent that can help us put our customers first is very important” said Jim Bartel, President of ATEK Products, LLC. “Tom’s industry experience and knowledge of the Larco product line will allow us to be focused on Sensing, Security, and Safety systems for our customers.”

Shirk brings to Larco over 20 years of sales experience holding positions as account manager, sales manager, and manufacturers’ representative during that time. Shirk is a graduate of Cleveland State University and holds several industry certifications including being a certified American Association of Automatic Door Manufacturers (AAADM) trainer.



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About Larco

Larco, a division of ATEK Products LLC, provides a wide range of sensing products for automatic doors, industrial machine safeguarding and other applications. Based in Brainerd, MN, with offices in Minneapolis, Larco has been serving its customers and industries for over 60 years. ATEK Products, LLC also includes TankScan™, AcroReels, and Datakey Electronics and is a part of the ATEK Companies. For more information on Larco, visit www.larco.com

