

[Skip to main content](#)[Select Country \(/web/20211019085053/https://www.swarco.com/select-country\)](/web/20211019085053/https://www.swarco.com/select-country) | English ▼

# Everything You Ever Wanted to Know about SWARCO

## WHO WE ARE

You encounter us every day on the roads of our planet. Our products, systems, services and turnkey solutions offer orientation, safety and convenient travelling for all people on the move.

Following the spirit of SWARCO founder Manfred Swarovski we live agility, innovation and trustful cooperation and do not hesitate to go the extra mile for you.

The traffic technology group SWARCO headquartered in Wattens near Innsbruck / Austria has an international network of production facilities, offices and partners on all continents and offers one of the most complete solution portfolios for road marking, signage, urban traffic management, parking, highway and tunnel management, and public transport. We connect vehicles with the road infrastructure, help in setting up charging infrastructure to boost electromobility and offer modular and holistic solutions with added values that support tomorrow's mobility and make life in our cities more liveable.

SWARCO's over 3,800 traffic experts are looking forward to elaborate and implement jointly with you the solutions that really meet your individual requirements. What can we do for you

today?

## WHAT WE DO

When loading this video, data is exchanged between your browser and the streaming provider (see privacy policy).

By clicking on "Agree and play" you agree to the data exchange with third parties. You can deactivate this function at any time.

 Agree and play

## Leading Idea

Instead of formulating a corporate vision or mission, SWARCO has condensed its business purpose in the following leading idea.

**WE IMPROVE QUALITY OF LIFE**  
**BY MAKING THE TRAVEL EXPERIENCE SAFER,**  
**QUICKER,**

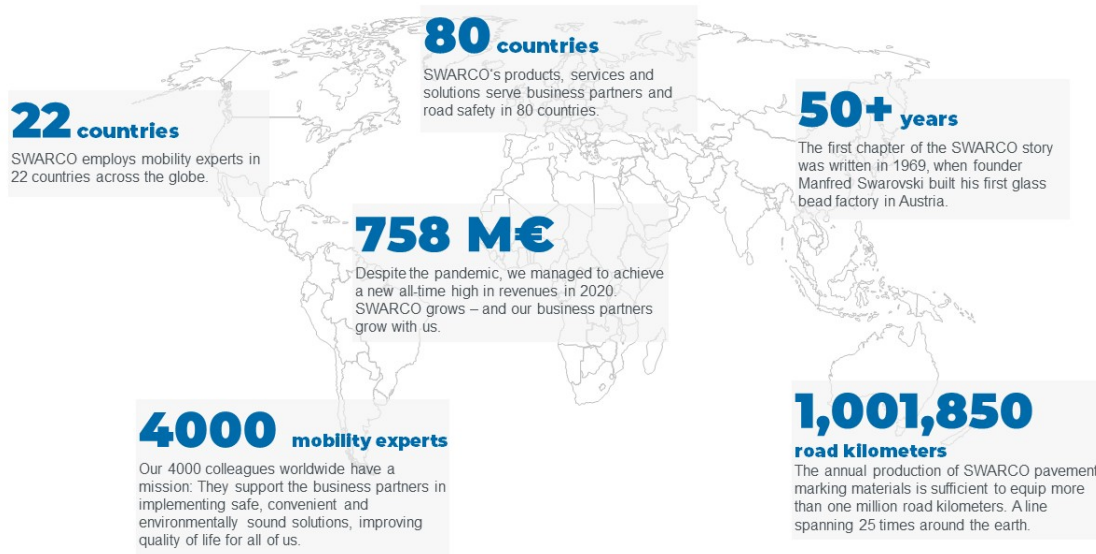
# MORE CONVENIENT AND ENVIRONMENTALLY SOUND.

[read more \(/web/20211019085053/https://www.swarco.com/stories/our-leading-idea\)](https://www.swarco.com/stories/our-leading-idea)

This idea is also underpinned by our new claim:

## THE BETTER WAY. EVERY DAY.

## SWARCO in Numbers



## 50 Years of Experience. Worldwide.

### SHAPING THE WORLD OF MOBILITY IN 70 COUNTRIES.

Acquisition  
AG, today SV

Manfred Swarovski founds his first glass bead production in Amstetten, the birthplace of today's SWARCO Group.

**1969**

Start of US business with glass beads, later followed by tape and thermoplastic production.

**1974**

world's la  
First share  
LACKFABR  
manufact  
mark

**1973**

HEOSCONT CHEMIE becomes part of SWARCO. Start of road marking contracting business.

**1978**

Acquisition of Vestische Strahl- und Reflexglas GmbH, Recklinghausen, Germany, today SWARCO VESTGLAS.

## SWARCO AG SUPERVISORY BOARD

**SUPERVISING AND CONSULTING THE EXECUTIVE BOARD**

The SWARCO AG Supervisory Board consists of the following members:



**Günther Apfalter**

Chairman



**Markus Vatter**

Vice-Chairman



**Michael Innerbichler**

Member



**Elisabeth Swarovski**

Member

## SWARCO AG EXECUTIVE BOARD

### OUR TOP MANAGEMENT

The SWARCO AG Executive Board consists of the following members:





**Michael Schuch**

Speaker of the Executive Board;  
Chief Operating Officer (COO)



**Günter Kitzmüller**


Chief Financial Officer (CFO)





**Günther Köfler**

Chief Administrative Officer (CAO)



 Share (<https://web.archive.org/web/20211019085053/https://www.facebook.com/sharer/sharer.php?u=https://www.swarco.com/about-us>)

 Share (<https://web.archive.org/web/20211019085053/https://twitter.com/intent/tweet?text=&url=https://www.swarco.com/about-us>)

 Share (<https://web.archive.org/web/20211019085053/https://www.linkedin.com/shareArticle?mini=true&url=https://www.swarco.com/about-us>)

(/web/20211019085053/https://www.swarco.com/)

Footer

[Terms & Conditions \(/web/20211019085053/https://www.swarco.com/terms-conditions\)](/web/20211019085053/https://www.swarco.com/terms-conditions)

[Imprint \(/web/20211019085053/https://www.swarco.com/imprint\)](/web/20211019085053/https://www.swarco.com/imprint)

[Privacy Policy \(/web/20211019085053/https://www.swarco.com/privacy-policy\)](/web/20211019085053/https://www.swarco.com/privacy-policy)

[Cookies](#)

[Incident Report \(/web/20211019085053/https://www.swarco.com/incident-report\)](/web/20211019085053/https://www.swarco.com/incident-report)

[Contact \(/web/20211019085053/https://www.swarco.com/contact\)](/web/20211019085053/https://www.swarco.com/contact)

[Order Tracking \(https://web.archive.org/web/20211019085053/http://tracking.btg.at/\)](https://web.archive.org/web/20211019085053/http://tracking.btg.at/)

## ABOUT US

[Executive Board \(/web/20211019085053/https://www.swarco.com/about-us#vorstand\)](/web/20211019085053/https://www.swarco.com/about-us#vorstand)  
[Supervisory Board \(/web/20211019085053/https://www.swarco.com/about-us#supervisory\\_board\)](/web/20211019085053/https://www.swarco.com/about-us#supervisory_board)  
[SWARCO Companies \(/web/20211019085053/https://www.swarco.com/companies\)](/web/20211019085053/https://www.swarco.com/companies)  
[Compliance \(/web/20211019085053/https://www.swarco.com/compliance\)](/web/20211019085053/https://www.swarco.com/compliance)  
[Memberships \(/web/20211019085053/https://www.swarco.com/memberships\)](/web/20211019085053/https://www.swarco.com/memberships)  
[Partnerships \(/web/20211019085053/https://www.swarco.com/about-us/partnerships\)](/web/20211019085053/https://www.swarco.com/about-us/partnerships)  
[SWARCO Traffic World \(/web/20211019085053/https://www.swarco.com/swarco-traffic-world\)](/web/20211019085053/https://www.swarco.com/swarco-traffic-world)  
[SWARCO Innovation Hub \(/web/20211019085053/https://www.swarco.com/swarco-innovation-hub\)](/web/20211019085053/https://www.swarco.com/swarco-innovation-hub)

## CAREER

[Open Positions \(/web/20211019085053/https://www.swarco.com/career#jobs\)](/web/20211019085053/https://www.swarco.com/career#jobs)  
[Apply for a job \(/web/20211019085053/https://www.swarco.com/career/application-form\)](/web/20211019085053/https://www.swarco.com/career/application-form)  
[SWARCO Academy \(/web/20211019085053/https://www.swarco.com/career/swarco-academy\)](/web/20211019085053/https://www.swarco.com/career/swarco-academy)

## PORTFOLIO

[Solutions \(/web/20211019085053/https://www.swarco.com/solutions\)](/web/20211019085053/https://www.swarco.com/solutions)  
[Products \(/web/20211019085053/https://www.swarco.com/products\)](/web/20211019085053/https://www.swarco.com/products)  
[Services \(/web/20211019085053/https://www.swarco.com/services\)](/web/20211019085053/https://www.swarco.com/services)  
[Software \(/web/20211019085053/https://www.swarco.com/products/software\)](/web/20211019085053/https://www.swarco.com/products/software)  
[Feedback \(/web/20211019085053/https://www.swarco.com/content-feedback\)](/web/20211019085053/https://www.swarco.com/content-feedback)

## STORIES

[News \(/web/20211019085053/https://www.swarco.com/stories\)](/web/20211019085053/https://www.swarco.com/stories)  
[References \(/web/20211019085053/https://www.swarco.com/stories\)](/web/20211019085053/https://www.swarco.com/stories)  
[Events \(/web/20211019085053/https://www.swarco.com/events\)](/web/20211019085053/https://www.swarco.com/events)  
[Drive On Magazine \(/web/20211019085053/https://www.swarco.com/drive\)](/web/20211019085053/https://www.swarco.com/drive)  
[Scientific Publications \(/web/20211019085053/https://www.swarco.com/scientific-publications\)](/web/20211019085053/https://www.swarco.com/scientific-publications)  
[Innovation Talks \(/web/20211019085053/https://www.swarco.com/innovation-talks\)](/web/20211019085053/https://www.swarco.com/innovation-talks)

**Copyright © SWARCO 2021**