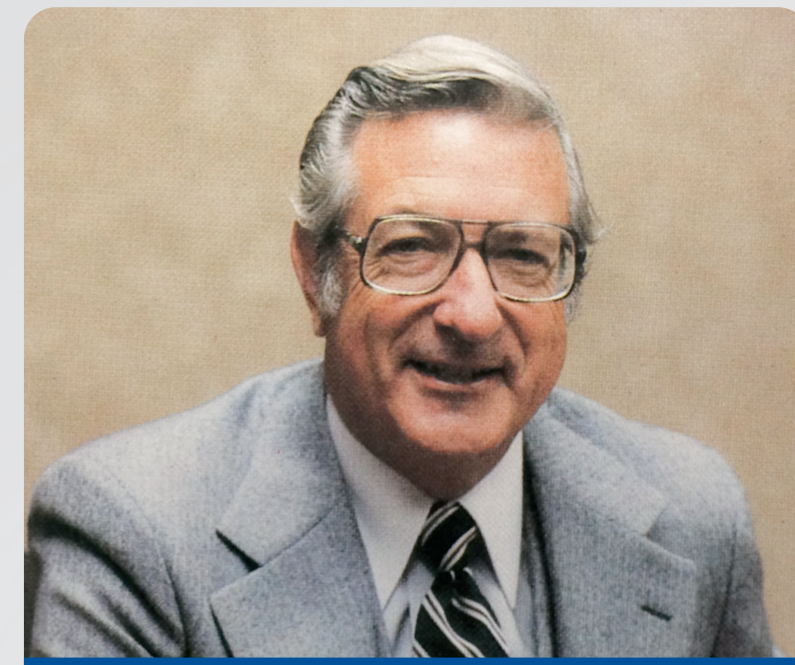
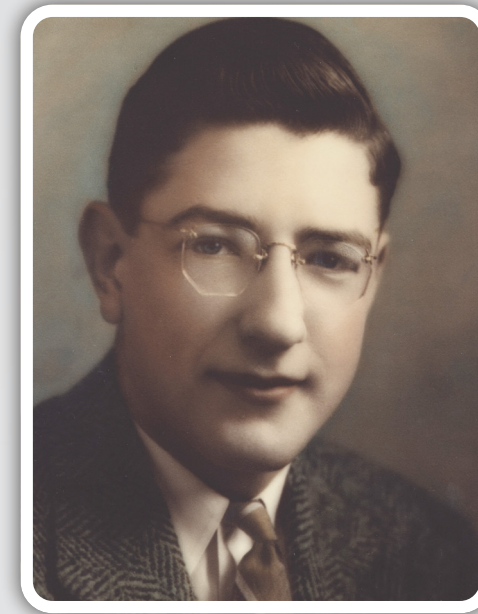
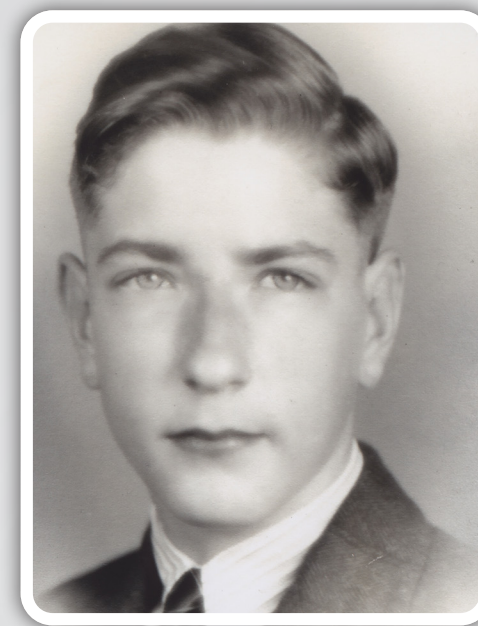


1956

2021



1956
 Gordon Flesch, a salesman for Royal Typewriters, takes over a 3M dealership and establishes the Gordon Flesch Company in Madison, WI. The first product he sells is the Thermofax copier.
b. 1924 - d. 1995



1983
 The Gordon Flesch Company expands to Milwaukee, WI and builds a 23,000-sq-ft office.



1968
 The business grows to \$1 million in sales and moves to a new, 6,000-square-foot building.



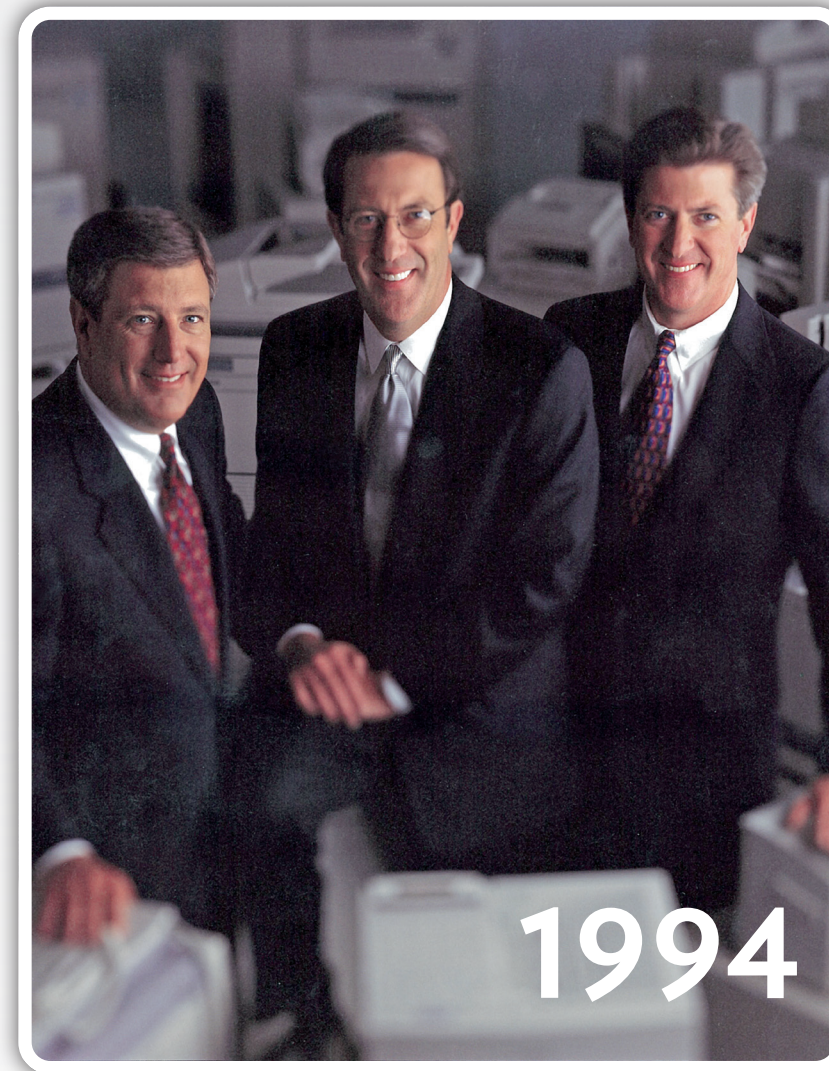
1986



1977
 The company begins selling Savin copiers with liquid toner technology and reaches \$3 million in sales with 75 employees. Tom Flesch, another of Gordon's sons, joins GFC and later becomes President and CEO July, 1986.



1982
 Bill Flesch becomes the third son of Gordon's to join the business.



1994



1980
 The company expands its portfolio of products by becoming a Canon dealer.



2006
 Tom Flesch's son, Patrick, represents the next generation of family members to join GFC. In 2018, he is named President.



2007
 The Gordon Flesch Company establishes an office in Indianapolis, Indiana.



2016



2009
 The creation of a professional services division is the first step in moving the company beyond equipment sales and service.



2012
 GFC opens an office in Appleton, Wisconsin.



2020
 GFC acquires Managed IT provider ITP and becomes EleviTy. Jeff Dotzler is named President of EleviTy.



1956

1970

1980

1990

2000

2010

2019



1958
 Gordon builds his first building and expands the business to include educational aids for business.



1976
 John Flesch, Gordon's son, joins the Gordon Flesch Company.
b. 1951 - d. 2019



1978
 The Gordon Flesch Company expands its footprint to Columbus, Ohio, and another 18,000-square-foot office opens in Madison.



1997
 Having done business in Geneva, Illinois for more than 20 years, a 30,000-square-foot office is built to hold the sales, service and distribution departments.



1993
 The Gordon Flesch Company merges with Madison Leasing Company, allowing innovative financing options for everything office-related.



2001
 The Gordon Flesch Charitable Foundation is established. Since then, it has awarded over \$2 Million to nonprofit organizations in the communities it serves.



2005
 The Gordon Flesch Company moves its headquarters to Fitchburg, Wisconsin and also becomes a Kyocera dealer.



2008
 Mark Flesch joins his brother Patrick at the company. In 2018, he is named Chief Operating Officer.



2010
 Lexmark™ joins the family of Gordon Flesch Company products.



2019
 GFC becomes an authorized full-line Ricoh Family Group (RFG) dealer partner.



1978



2021



2019 - 2020
 With acquisitions of dealerships in Terre Haute, IN (IGE), Columbus, IN (JGI) and Cedar Falls, IA, (ASI) GFC now has 31 locations across 6 states.