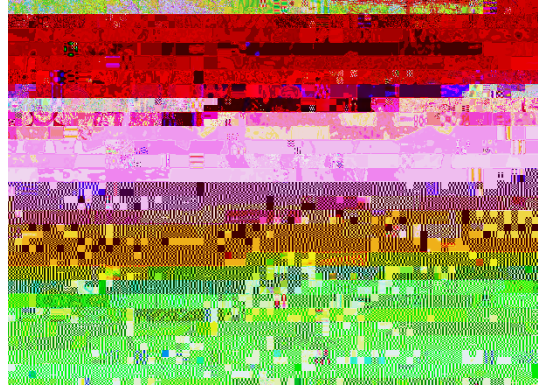


## 2017 WSU Kansas SBDC Existing Business of the Year

**PWI, Inc.**

**Owner: Robi Lorik**



In 2011 while many Wichita area companies dependent upon aircraft were trying to retool and adjust, Robi Lorik and Judy Baldwin were evaluating opportunities to expand into medical device manufacturing.

PWI had been in business for more than 48 years. Started as Precision Wiring, Inc. by Robi and Judy's Hungarian immigrant father, the company was no stranger to expansion. By diversifying product lines and reaching into new industries, PWI had sustained itself over time and had grown into the sizable operation it is today.

When Lorik and Baldwin first connected with the SBDC, they knew they needed to find opportunities to offset the aviation downturn, take advantage of PWI's strengths, and diversify – all the while not losing focus on PWI's core businesses – coil winding machines and lighting. With help from the SBDC to evaluate their options, PWI not only set goals moving forward but also developed critical ongoing connections in technology commercialization to help them with future expansion. PWI has not only strengthened its core business but has a clear roadmap to move into new customer markets.

To learn more about PWI, Inc., visit <https://pwi-e.com>.

