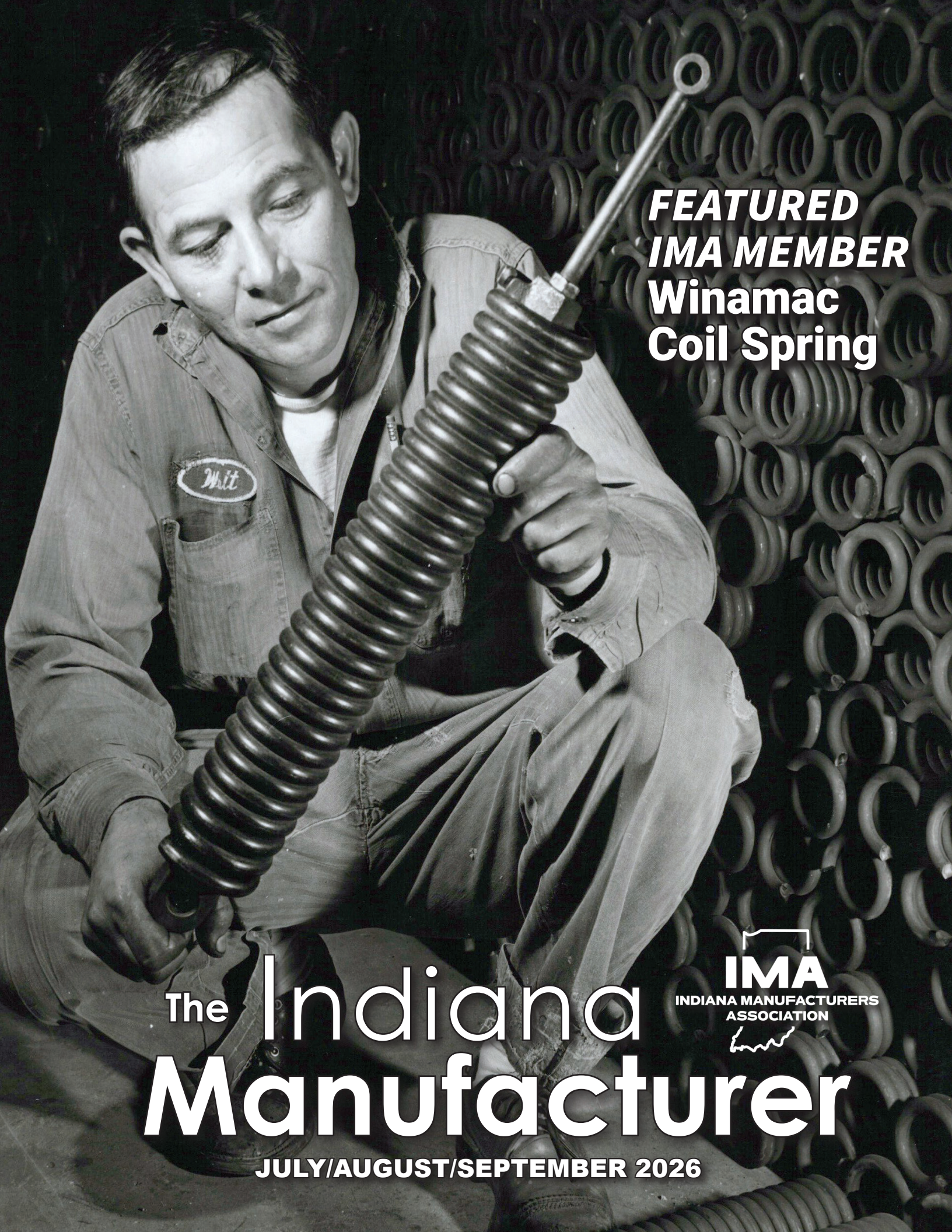




**FEATURED
IMA MEMBER
Winamac
Coil Spring**

The **Indiana
Manufacturer**



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IMA MEMBER SPOTLIGHT

Small-Town Roots, Global Reach: The Evolution of Winamac Coil Spring

Songs have been written and movies made about Indiana small towns that have a big story to tell, and for Winamac Coil Spring (WCS), located in Kewanna, we think it fits the script.

In 1948, son of Italian immigrant parents, Walter Pesaresi (this issue's cover photo), left his coiling job one day at another spring manufacturer, told his wife he quit and was going to start his own company. And that is exactly what he did. Walter purchased a garage in Winamac, Indiana, where he set up shop until he outgrew the space and needed to expand.

In the mid 50s, town leaders of neighboring Kewanna, Indiana assisted Walter in locating a building and moving his equipment from Winamac to the even smaller community. Seventy-eight years later, Winamac Coil Spring, has grown into a 170-plus team member company, annually shipping over 15 million pounds of steel wire springs around the world.

Our attitude of, "yeah, we can do that!" propelled WCS forward within OE manufacturers in industries primarily focused in agriculture and powersports.

During the 90s, WCS experienced exponential growth in order to support both John Deere Corp. and global powersports leader, Polaris Industries. "At the time, we were 4th down the supplier list at John Deere, and for circumstances

beyond our knowledge, the top 3 suppliers closed their doors simultaneously, leaving JD in a quandary. That sent JD Corporate to us in desperation asking us to take on the lion-share of their spring and wire form need. Not only did we rise to the challenge, but we became one of John Deere's longest running Hall of Fame Supplier Award winners at 18 years in a row," stated Executive VP, Gene Huber, Jr.

The second generation of family owners managed multiple plant expansion projects, along with doubling the WCS workforce. As word spread throughout the agriculture and powersports industries about our quality and innovative approach to spring making, our client base continued to grow by leaps and bounds.

One agriculture innovation accredited to WCS was the introduction of a square wire double torsion spring designed for farmers baling cornstalks. Hay baling machines historically used round wire double torsion springs, but as farmers began baling cornstalks, the





round wire was not strong enough and tended to break. We went so far as to spend weeks upon weeks at a steel wire mill, helping to formulate the material composition, the shape and the size of the wire. This innovation led to an industry boom for cornstalk baling equipment across several large agriculture manufacturers.

Our primary spring products are compression, single/double torsion and extension, ranging from wire sizes as small as .008" up to .630." In the early 2000s we added wire forms to the product mix, forming three-dimensional shapes for linkages, levers, hose holders, stabilizer bars and exhaust hangers. As the wire form division grew, the third-generation family owners made a decision to purchase a building back in the town of Winamac. "We felt that with the added production space, we could further innovate the manufacturing process for stabilizer bars used in recreational powersport vehicles and snowmobiles," commented WCS president, Anthony Pesaresi.

"We grew up in the plant as kids, and sometimes we did things that made our parents pretty nervous like putting servo motors on mechanical coilers. When it worked it was awesome, but when it didn't ... well, we won't talk about that," laughed Chad Huber, VP of Operations.

The company's 78-year-old story is still

being written as more re-shoring takes place and new customers are brought on board.

"Our customer base has become extremely diverse and globally dispersed. We have specialty parts going into submarines, wire forms going into firehose nozzles and springs that are used in restoring WWII P51 Mustangs. When you step back and think that we ship products to 11 different countries, all from a small rural town in north central Indiana, it feels like a pretty big story," said Sales/Marketing Manager, Brian Shafer.

