



## PEI Company History



PEI was founded in 1968 in Holliston, MA. Several local engineers decided to create a company to service the fast-growing electronics and computer peripheral industry developing in and around the Boston area. PEI's innovative process, photochemical machining, was the perfect manufacturing method to produce metal parts quickly and inexpensively to satisfy the needs of companies developing new products. Once a photo tool is created (which is done in-house), the image is transferred to sheets of material coated with a UV-sensitive photo resist; various chemistries are then used to remove metal selectively, creating burr-free, stress-free metal parts to specific dimensions and tolerances.

William Lehrer, one of the initial investors who started PEI, became president of the company in 1978. Mr. Lehrer came to PEI with many years of experience in the manufacturing

sector at companies such as Honeywell, Raytheon, Cambridge Memories and others. Mr. William Lehrer graduated from Rensselaer Polytechnic Institute in Troy, NY and holds a degree in Chemical Engineering and a Masters in Metallurgical Engineering. He also has an MBA from Northeastern University. With Mr. Lehrer's background, it made perfect sense that he was the right choice to take PEI to the place it is today: the world leader in photochemical machining.

With its proximity to Rhode Island—the costume jewelry capital of the world--PEI continually received inquiries on decorative pieces, such as jewelry findings, picture frames, ornaments, and other collectibles. The photochemical process lent itself perfectly to an industry looking for very intricate details at a much lower cost than traditional manufacturing methods.

By 1984, PEI had grown out of its facility in Holliston. PEI built a 40,000 square foot state-of-the-art facility dedicated solely to the etching process in Milford, MA, becoming the largest photo etching company under one roof in the world. PEI was the first photochemical etching company to isolate acids from iron and copper alloys, allowing the regeneration of all of its acids for maximum uniformity of etching, controllability, predictability and environmental friendliness. This innovation also eliminates downtime for unloading and reloading of etchant. All of this translates into a better product at a better price for every PEI customer.

PEI, a world-class ISO 9001 company, prides itself on its innovative engineering, design and manufacturing methods, and is driven by customer satisfaction and productivity. PEI was one of the first companies to initiate an Environmental Management System (EMS) that has resulted in our being named a "Cleaner Technology Demonstration Site" by the State, and has also gained us recognition from the Massachusetts Toxics Use Reduction Institute.

PEI manufacturers products for many industries and can etch most metals, including stainless steel, copper, brass, kovar, silver, beryllium copper, nickel silver, and zirconium. PEI is also the industry leader in the etching of titanium for a wide variety of applications, including medical implantable parts.

For many years, PEI has created custom 3-D decorative ornaments for well-known companies such as the Danbury Mint, Franklin Mint and others. PEI has developed a series of programs to help non-profits raise revenue for their organizations. These programs offer assistance with marketing, design, and fulfillment, and have allowed non-profits to create a new revenue stream that they can rely on year after year. PEI now has hundreds of customers that look forward to the New Year and new ornament design.

Your organization can become a part of this tradition. We look forward to discussing your ideas and making them a reality.

*Let us unlock your creative potential*

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