

Mergers & Acquisitions

Reflective Concepts adds capabilities through acquisition of Stainless Metal Works



By **Ashley Smart**
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Inside Reflective Concepts' 50,000- square-foot facility in Kenosha. Credit: Reflective Concepts

Learn more about: [Reflective Concepts](#) [Stainless Metal Works](#) [Ed Paradowski](#)

Kenosha-based metal fabricator **Reflective Concepts** has acquired **Stainless Metal Works**, another Kenosha-based metal fabricator, for an undisclosed price.

Stainless Metal Works has eight employees who will all keep their jobs.

Stainless Metal Works' current operations at 4705 68th Ave. will be moved into Reflective Concepts' building, which is located just over two miles away at 9571 58th Place.

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Ed Paradowski

The Reflective Concepts building is more than 50,000 square feet and can “easily accommodate” both businesses, said **Ed Paradowski**, president of Reflective Concepts.

Reflective Concepts is one of a handful of Wisconsin manufacturers using metal that goes through an anodizing process twice, creating a highly reflective material. Reflective Concepts uses that metal to make components for the lighting industry, most notably reflectors.

Approximately 90% of the company’s revenue comes from selling reflectors, something that must change as LED lighting becomes the go-to option and fewer clients are buying reflectors.

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“There was a heyday for the company when we bought the business, but the market shifted,” Paradowski said. “We always knew we needed to expand our capabilities.”

Stainless Metal Works is Reflective Concepts’ first acquisition since Paradowski took over the business in July 2023.

Stainless Metal Works’ existing customer base primarily consists of pharmaceutical companies in Illinois and southern Wisconsin.

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Following the acquisition, Reflective Concepts hopes to further expand its presence in the pharmaceutical industry, as well as food and beverage manufacturing.

“One of the nice things about the stainless equipment industry is the key companies that purchase stainless steel equipment... pharmaceutical, food, fuels, they tend to source domestically,” Paradowski said

Along with breaking into new industries, Reflective Concepts will create its own intellectual property. Lines of electrical cabinets, stainless steel totes and platforms are planned.

“We’ve made those products in the past, but always as a contract manufacturer,” Paradowski said. “We’re absolutely going to custom-build things that people ask us to, but on a parallel path.”

The acquisition of Stainless Metal Works, which continues to operate as its own brand, allows Reflective Concepts to leverage both companies’ synergies to “aggressively grow revenue and create more middle-class jobs,” Paradowski said.

“There’s probably a lot of companies out there that purchase stainless steel fabrications on a regular basis that have no clue we exist.” he said. “We’re working to get our name out there.”