

PIK-AS Elevating Excellence in Electromechanical Solutions



Ever since its inception, PIK-AS Austria GmbH has been a leader in developing, producing, and selling electromechanical products. PIK-AS aims to enhance its market share in the evolving Middle East market and continue fostering valuable partnerships within this dynamic and strategic region. In an interview with Arabian Defence, Christina Polster, CEO, talks about the company's latest operations and participation in the World Defense Show 2024.

▶ **Christina Polster**
CEO, PIK-AS

With over 40 years of expertise, PIK-AS is a leader in the manufacture of electromechanical components for military vehicles. Could you give us an overview of PIK-AS' operations and major achievements?

At PIK-AS Austria GmbH, we specialize in developing, producing, and selling electromechanical products such as relays, high power contactors, power connectors, and LED lighting designed for special-purpose vehicles. Based in Austria, our midsized company serves customers worldwide, collaborating closely with vehicle designers to provide tailored solutions.

Over the past decades, we've not only solidified our position as a prominent player in the industry but have also earned the trust of high-quality Original Equipment Manufacturers (OEMs) worldwide. Our commitment to excellence, coupled with our dedication to providing superior products, has propelled us to become a global leader and preferred supplier for OEMs seeking reliable and innovative electromechanical solutions.

PIK-AS is a family enterprise. Could you tell us about the company's inception and how it evolved?

Founded in the early 1980s by my father, Franz Polster, PIK-AS Austria

began as a sales organization for relays and switches in the machine-building industry, primarily serving Austria and Eastern Europe.

Over the years, our presence expanded, and so did our product range and partnerships with our major suppliers. Recognizing the high quality of our products, we ventured into the special-purpose vehicle sector. Joining the company officially in 2011, I played a role in developing customized products. In 2021, our commitment to innovation and quality culminated in the establishment of a new production facility in Austria, marking a significant milestone in our journey.

What are the latest products in the defence sector? Is the defence sector the most challenging sector among the diverse products the company offers?

In recent years, our strategic focus has been on reliable support for clients in the defence sector. We've dedicated ourselves to developing top MIL-standard-certified products, such as specialized LED dome lights, as well as power connectors.

For sure, the technical requirements from our customers towards our products became higher, but we are eagerly working on solutions to manage upcoming challenges. As our experience

is also growing steadily, our know-how is much appreciated among our clients.

Cybersecurity is increasingly receiving attention around the world, especially in the defence sector. How does PIK-AS ensure it in your products, especially radio frequency products?

Adhering to a diverse range of military standards forms the foundation of every development project. Our experienced engineers are professionals at ensuring our products withstand various threats, providing robust solutions that meet stringent military requirements with resilience and reliability.

How strong are PIK-AS' R&D team and production facilities? What are the expansion plans?

With decades of experience, our R&D team has evolved significantly. Our prototype and testing laboratory continually expand. Just three years ago, we inaugurated a new production facility. Now, with increasing projects and market shares, we're set to further expand our facility in 2024. This growth underscores our commitment to innovation and meeting the rising demands of our dynamic industry. It is also a sign of honour for us, that customers trust in our products and our dedicated support from my entire team of professionals!



Could you talk about PIK-AS's export operations in the military sector?

As an export-oriented organisation, PIK-AS Austria takes pride in its multinational and multilingual team dedicated to supporting clients globally, often in their native languages. Our core values revolve around service, trust, and fostering long-term relationships. These principles drive our activities, ensuring a commitment to excellence and a personalised approach to meet the diverse needs of our international clientele.

How do you look at the Middle East as

a potential market for PIK-AS' products? Could you talk about your operations in the region?

In 2019, we made our debut at IDEX in Abu Dhabi, marking the beginning of successful projects and collaborations in the Middle East. As the defence industry in the region strives for self-independence, we are proud to contribute our expertise. Supporting engineers with our knowledge, we aim to enhance our market share in the evolving Middle East market and continue fostering valuable partnerships within this dynamic and strategic region.

What can we expect from PIK-AS at the World Defense Show in Saudi Arabia? What are your priorities at the expo?

The World Defense Show in Saudi Arabia presents a significant opportunity for us to engage with local companies, showcase our diverse product portfolio, and demonstrate our capabilities. As we strive to be the preferred supplier of electromechanical products in the Middle East region, this platform allows us to forge valuable connections and strengthen our presence in the growing defence market of the Middle East. ■

