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Responding to a Changing Market

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Ever since CBW Automation began producing automation systems in the early 1970s, the market has demanded systems that can operate at faster cycles and with higher numbers of cavities. While there are still segments of the market with these demands, change is happening.

We are hearing from our customers that consumers are looking for product differentiation. This means there is tremendous opportunity for multiple package designs, which reduces the requirements for commodity type packaging.

What does product differentiation mean? It means additional molds which require custom automation to handle the differing parts. Over the years, this would have meant a whole new automation system. To respond to this need, we have designed two new automation systems which allow our customers to quickly change from one product to another in as little as 30 minutes. To accomplish this, we have changed the way the End Of Arm Tooling is mounted, changed the way the vacuum system is connected, and added new programming which allows our customers to easily store the recipe for each installed mold.

With these new systems, our customers can automate lower volume applications, reuse systems for multiple applications, and get a better return on their investment.

Another issue our customers have shared with us is the need to be able to respond to shorter delivery requirements. With the **Advantage A-Series** and **Beeline B-Series** side entry robots, we have instituted a modular design approach that allows us to build systems in advance, which we believe will allow us to deliver systems in less than eight weeks.

If these new automation systems look like they can help you grow your business, please contact us, and we will be more than happy to review your needs.