

Ferdar Automation Technology joins ABB to deliver improved automation

Automation systems specialist, Ferdar Automation Technology, has become the latest company to sign up to ABB's Robotic Partner Network. Having recently opened an office in the UK to handle the growing business for its palletising, packaging and handling systems, Ferdar will be working with ABB to identify and develop automated systems to meet new market opportunities in the UK.

Ferdar Automation Technology, based in Holland, has been supplying automation systems for the past 20 years, integrating 1,600 robots into over 850 successfully executed projects around the world. With systems already in operation at DairyCrest, Next, Argos and Wieneberger, Ferdar has demonstrated its expertise in a range of industries, including food and beverage, dairy and the construction sector.

To help further explore opportunities in the UK market, Ferdar has appointed Mike Wilson as its General Manager. Mike is President of the British Automation and Robotics Association (BARA) and joins the company with over 25 years experience, as both a user and supplier of robotic systems.

Commenting on his role, Mike enthuses: "Our objective, in addition to supporting existing customers, is to develop new business based on the extensive experience and expertise of Ferdar. Our first step was appearing at FoodEx, the only exhibition to cover food processing, packaging and retailing under one roof. Food is an important sector for us and the show was an excellent vehicle to launch our business in the UK."

Working with ABB, Ferdar's projects will be managed under 'turnkey' terms. A full service, from concept and testing through to installation and commissioning, will be provided to all customers. The company will also work with ABB to provide training, service and maintenance to ensure the systems continue to deliver optimum performance throughout their service life.



Above: Alan Spreckley, Channel Partner Manager for ABB's Robotics division and Fred Bokhorst, Director of Ferdar Automation Technology UK

Alan Spreckley, Channel Partner Manager for ABB's Robotics division, comments, "Ferdar is well-established in delivering automated solutions for picking, packing and palletising, product handling, assembly and other automated operations. By working with Ferdar, we can ensure that its customers continue to get the most suitable robotic solutions and Ferdar has the opportunities to develop and expand its own brand and the solutions offered to its customers."

Ferdar currently provides robotic systems for new and existing production facilities, including all peripheral products such as grippers, conveyors, safety equipment and operator interfaces. Different types of robots have been integrated but Ferdar has most experience with the ABB product range. The partnership will enable both companies to work closely together on projects to match ABB's extensive range of robotic solutions with Ferdar's growing demand for automated palletising, packaging and handling systems. In addition, Ferdar will be provided with sales, marketing, technical, application and service support as well as software training for all employees.

Ferdar Automation Technology's sister company, Elten Logistics Systems, works with Ferdar to provide materials handling equipment for custom projects. Projects ranging from £50k single robot systems up to multi-robot and conveyor systems in excess of £2 million can be handled by the combined expertise.

Ferdar Automation Technology is one of the latest companies to participate in the ABB Global Partner Program, designed to provide ABB's partners with the tools and information to succeed in an expanding market for robot-based automation. Ferdar Automation Technology will be provided with sales, marketing, technical, application and service support as well as software training for all employees. ABB's Global Partner Program is structured to enable further business opportunities between ABB partners providing global possibilities for business ventures.

For more information about the potential benefits of integrating robots into your production process, please email robotics@gb.abb.com or call 01908 350 300.