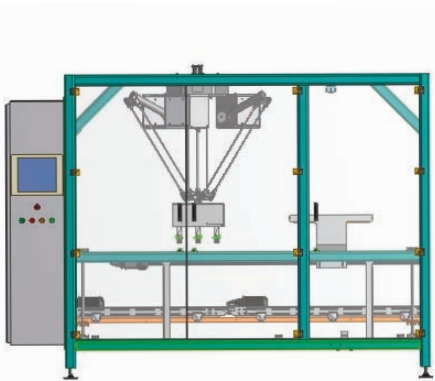


SOLUTIONS IN ACTION

PACK EXPO 2008



*The ELR-100 Robotic Case Packer
from Rovema Packaging*



*Allen-Bradley® ControlLogix®
Programmable Automation Controller*



*Allen-Bradley® Kinetix® 6000
Servo Drive*



Booth No. N-3636

Rovema Packaging provides machines and integrated systems for the food, powder, IQF, snack, bakery, confectionary, pet food and pharmaceutical industries. With its global headquarters located in Lawrenceville, GA, Rovema manufactures a wide-range of packaging machinery including auger and cup fillers, vertical and horizontal form, fill and seal machines, cartoners, and case packers.

On display at PACK EXPO 2008 and utilizing a delta-style robot, Rovema is introducing its **Model ELR-100 Robotic Case Packer**. Used in secondary packaging applications, the ELR-100 is made up of product and case conveyors, lighting and vision system, and a robot head with end-of-arm tooling (EOAT).

The ELR-100 has a compact footprint when compared to conventional fixed case packers, and provides customers with increased performance flexibility and reliability. With simple modifications to the EOAT and programming, the machine can handle a wide variety of constantly changing products, where fixed case packers often have to be replaced. In a robust design ideally suited for high speed case packing, the machine can cycle up to 120 picks per minute, has a broad working envelope of 1200mm dia. x 450mm, carries an impressive maximum payload capacity of 5 kg, and can handle a case size up to 600mm x 400mm x 300mm.

Automating case packing allows customers to reduce their labor force and eliminate ergonomic issues associated with manual case packing, translating into reduced overall costs.

"The standard control system on our products in North America is Rockwell Automation," said Tim Warren, product manager, Rovema Packaging. "Our customers appreciate this standardization because it lowers their training and spare parts inventory costs and provides dependable support through a worldwide distributor network."

Rovema also uses products from several Rockwell Automation Encompass™ Partners including Cognex Vision Systems and AFAST Robotics.

Solutions in action at Pack Expo 2008

At the heart of the machine is the Allen-Bradley® ControlLogix® programmable automation controller (PAC) from Rockwell Automation. The ControlLogix PAC integrates discrete, motion and drive control into a single control platform – reducing the end customer's training costs, spare parts and panel space.

In addition, the machine uses an Allen-Bradley PanelView™ operator interface, three Allen-Bradley PowerFlex™ AC drives, four Allen-Bradley Kinetix® 6000 multiaxis servo drives, and four Allen-Bradley MP-Series™ servo motors. For simplified drive start-up and reduced development time, drive configuration is integrated with the machine's Rockwell Software® RSLogix™ 5000 design and programming software, also from Rockwell Automation. This single-software environment simplifies parameter and tag programming while still allowing stand-alone drive software tools to be used on the factory floor.

Rockwell Automation Kinematics motion control solution provides a single, integrated solution for multiple disciplines. A solution like Kinematics eliminates additional robot and safety controllers, software, and special custom function blocks typically needed when incorporating a robot into an application. This significantly reduces the time and costs for both design and programming. With the development of Kinematics within RSLogix 5000 software, Rovema was able to introduce a robotic case packing solution using their current standard control platform.

"Working with Rockwell Automation has allowed us to gain multiple competitive benefits, including reducing programming and design efforts, and minimizing wiring and installation time," said Warren. "All of these areas bring value to our customers and increase their bottom line."

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