

## GuardShield Safety Light Curtain

### Why Sell

- New Safety Light Curtain, which adds to ever-expanding portfolio of safety products.
- Fully featured Safety Light Curtain with DIP-switch configurable operating modes
- Easy to set up, configure and install.
- Very competitive product - Price, Features and Performance

### How to Identify Applications

- Existing Safety Light Curtain applications using competitors' products
- Look for Automatic machinery, Robot cells, Automatic Cutting, Forming or Welding Operations, Material Handling and Packaging areas – Palletizing machinery

### How to Generate Customer Interest

- GuardShield is a **new** generation of Safety Light Curtain by Rockwell Automation
- Explain the ease of configuration, review the operating modes and features, demonstrate the product
- Ask to quote against any competitor's light curtains that customer is currently using.

### How to Handle Common Objections

- **Does Rockwell Automation manufacture this product?** This is a Rockwell product. This product is manufactured to Rockwell specifications, as well as RA quality and reliability requirements. This product is sold, serviced and fully supported by Rockwell Automation.
- **Will these Safety Light Curtains operate the same as competitive brands?** The GuardShield safety light curtain utilizes dual microprocessor controllers and has all the features and more than can be found in competitor light curtains.

### What to do When the Competition is Already There

- Ask if customer is happy with current supplier. If Yes, then ask if you can cross the existing system and quote against. If No, then determine why not happy with current supplier and explain the GuardShield's ease of configuration and features.

### Available Promotional Literature

- 440L-PL002A-EN-P U.S. List Price sheets - GuardShield
- S115- CA-001A-EN-P

### Pricing

- Price varies by resolution and protective height.
- List price ranges from \$ 1088.00 to \$ 5950.00. Refer to Publication 440L-PL002A-EN-P Price sheet