Aetna Group offers stretch film wrapping machinery, bundlers, shrink film wrappers, cartoning and taping machines. The 85 million Euros turnover company is headquartered in Villa Verucchio, in the province of Rimini, in the Italian Packaging Valley, and is comprised of over 400 employees. Robopac Sistemi, Dimac and Prasmatic are the four commercial brands represented by Aetna, which has an international network of over 450 agents and distributors, and six subsidiaries located in France, Great Britain, Germany, United States, Russia and China.

“Our customer base ranges from very small companies to major corporations, across a majority of manufacturing industries,” said Scott Barker, marketing manager, Aetna Group USA. “We are strong in the food and beverage, dairy, personal care and pharmaceutical industries and we can propose some innovative solutions for warehouse, logistics and distribution customers, that provide major productivity improvements and damage reduction for these customers.”

All of Aetna’s automatic machines and robot wrappers feature Cube Technology, that allows customers to reduce their stretch film costs by as much as 54% over their current, conventional powered pre-stretch machines. At the same time, they can reduce their product damage by as much as 40%.

“The entire range of Aetna machines incorporates the latest in technology and innovation - servo motors, motion control devices and encoders - to provide a better wrap around the product, while reducing film costs, increasing productivity and dramatically reducing product damage,” Barker adds. “The quality construction ensures extended life of machines and the ability to wrap more loads with less film, consequently improving the customer’s bottom line.”
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At PACK EXPO 2012, Aetna Group will display a variety of semi-automatic **turntable wrapping machines, robot wrapping machines** and **automatic wrapping machines** with conveyor systems.

When it comes to designing and manufacturing machines, Aetna’s automation is certainly a key factor as well as the selection of the right automation supplier. To build the automation and control systems on Aetna’s machines, Aetna Group turns to Rockwell Automation.

“We mainly purchase Rockwell Automation components, selecting products which allow us to deliver highly complex solutions in a very intuitive manner,” Barker said.

On Aetna’s machines at PACK EXPO, Aetna Group implemented MicroLogix programmable logic controllers (PLCs) and CompactLogix programmable automation controllers (PACs), which offer the right features and flexibility even in complex applications, without the overhead of larger systems. The machines also use PanelView Plus human machine interfaces (HMIs) for monitoring, controlling and displaying application status information.

By using Allen-Bradley components from Rockwell Automation, Aetna can save and streamline design time, reduce programming efforts, help troubleshoot operation problems and make testing and validation easier. Aetna Group reaches these advantages thanks to the common control engine and the common development environment of the compact PLCs and PACs, which provide mid-range application control in an easy-to-use environment.

Another important benefit that Aetna Group customers can experience due to Rockwell Automation technology on their machines is the increased flexibility for future changes and configurations.

“The technology that we deliver to our customers requires a control partner who is on the cutting edge and able to support our research and development efforts,” said Barker.

There are several criteria which differentiate Rockwell Automation from other automation suppliers. “Rockwell Automation is very good in service, support, products availability and responsiveness, but I think other two plus should be mentioned: the brand equity with our customers and the great training programs for our technical team and for our distributors and customers.”

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For more information, contact:
Scott Barker
Marketing Manager
Aetna Group Usa
Duluth, GA
Telephone 678. 473. 7896
Toll Free: 866. 713. 7286
www.aetnagroup.com
sbarker@aetnagroupusa.com

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www.rockwellautomation.com

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Owens, Control and Information Solutions Headquarters
Americas: Rockwell Automation, 1201 South Second Street, Milwaukee, WI 53204-2496 USA, Tel: (1) 414.382.2000, Fax: (1) 414.382.4444
Europe/Middle East/Africa: Rockwell Automation NV, Pegase Park, De Kluiplaan 12a, 1831 Diegem, Belgium, Tel: (32) 2 665 0600, Fax: (32) 2 665 0640
Asia Pacific: Rockwell Automation, Level 14, Core F, Cyberport 3, 100 Cyberport Road, Hong Kong, Tel: (852) 2887 4788, Fax: (852) 2508 1846

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Telephone 678. 473. 7896
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