



...the Workhorse of Industry

Smart Automation Newsletter

November, 2011

Industry Thoughts

Arguments for Manufacturing in North America

Key factors for a country to maintain a healthy economy:

1. **Be a Producer:** Only “producing” truly adds value and sustains an international trade balance. The business model of a large trade deficit is unsustainable and results in massive debt.
2. **Deliver Innovative Solutions:** Innovation is not equal to creativity. A myth exists that people in an economic region just need to innovate new ideas – and someone else can build it. An environment that fosters innovation requires capable engineering, team work, and a good culture. A country without these factors will be unable to implement innovations – resulting in no revenue.
3. **Maintain Strong Engineering:** It generally takes 5 years of on-the-job experience for an engineer to develop enough proficiency to effectively contribute new innovations. A viable manufacturing environment is critical for engineers to build these skill sets and sustain employment. Without job openings in engineering, schools will not have a solid foundation to attract and train new engineers.
4. **Sustain a Viable Social Hierarchy:** A sustainable social hierarchy requires a large middle class. Manufacturing represents a major employer of the middle class and generates ladders for people to climb and realize ambitions. Many newly graduated students in N. America are not finding a place on the ladder – while the fortunate few in the upper class earn a disproportionate amount from “non-producing” ventures.

Why Manufacturing Globalized:

Globalization expanded roughly 30 years ago as manufacturing moved to lower cost areas. The driver was a strong focus on cost reduction while simultaneously reducing assets – effectively, showing a higher return on equity. The focus of executives was on near term financial performance – with little regard to the sustainability of the business model. Advances in IT have made geographical factors less of an issue and served to further expedite the off-shoring of manufacturing.

Manufacturing in N. America:

Although off-shoring of manufacturing has provided advantages for the fortunate few, it is now proving to not be a sustainable business model. Producing is required to create value and maintain a trade balance. Innovation is required to create ongoing value for producing – and requires strong engineering. Manufacturing provides the basis for producing value – while allowing a country to sustain and develop its own engineering talents. While we have been asleep at the wheel, the manufacturing world has evolved. N. American success in manufacturing now requires levels of efficiency that can only be achieved with strong processes and systematic automation of the manufacturing process. Achieving this will require strong leadership, hard work, and ultimately can only be justified at large sales volumes. Are you ready to be part of the solution?

Product Highlight:

Multi-feeder System for a “small and precise” Application

Application: System is to allow a robot to feed small pins into an assembly. A precision part feeding system was required to present the pins to the robot.

Feed Rate: 10 ppm from each of 4 systems (4 unique pin sizes)

Fortville Products:

- 4” dia. feeder bowls and drives
- Linear vibratory tracks
- Escapement and presentation mechanisms to present parts



Company Thoughts

How can large firms reach out to the small suppliers?

Experience has shown that business relationships are not one-sided. For so long, especially in American industry; large multinational corporations ran over smaller suppliers or even their middle and large suppliers. The large multinationals would push their conditions, rather than taking the approach that business has to be mutually beneficial in order to be successful.

Whether you are a small or large supplier, you need to partner and embrace the concept that I win not by beating someone, but by working with someone well.

Whether you are talking about your child or your business, if you co-exist and benefit one another, both parties win. Opportunities for greater innovation and more importantly; better reliability among your suppliers, is greatly enhanced. The large firms can reach out to small suppliers simply by embracing the idea that they are a partner. For both to be successful, each side has to win.

In the end it may mean the larger manufacturer may pay a little more to keep the small supplier margins at a point where they can benefit and thrive. It may also mean the smaller supplier takes on new products and is able to act as a laboratory or experimental center for a large manufacturer. These represent a few of the ways large firms and small suppliers can co-exist together and mutually benefit one another.

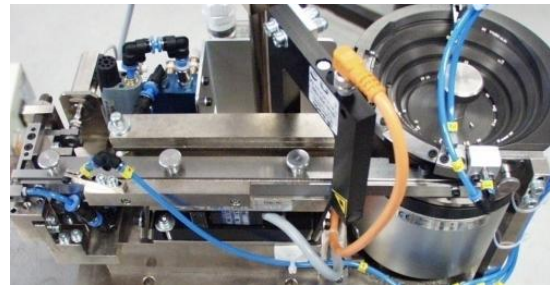
Products and Services:

Part Feeding Systems:



Fortville is the industry leader for part feeding solutions which range from “large and fast” to “small and precise”.

- System design and development
- System build and validation
- System remanufacture & rework
- On-site service and support
- Service part sales



Part Feeding Components:

- **Vibratory Bowls:**
 - 4” to 70” in dia.
 - Feed rates to 850 ppm
- **Track Feeding Systems:**
 - 6” to as long as required
 - In-line Vibratory Tracks
 - In-line Air Tracks
 - Conveyor Belt Tracks
 - Gravity Tracks
- **Automation Mechanisms:**
 - Isolation Escapements
 - Shuttle mechanisms
 - Sensor integration:
 - Vision and weight
- **Storage/ Transport Systems:**
 - Elevators and Gondolas
 - Bulk Storage Hoppers
 - Sound Enclosures

See: www.fortvillefeeders.com



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