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Sepro America Triples Sales in West With New Reps and Broader Product Line

Medical processors in California and automotive molders in Texas were buying robots in 2013. The strong market, along with an expanded product line and two new sales agencies, propelled Sepro America LLC to triple its sales in the western U.S., compared to 2012, reports Paul Rudzinski, Regional Sales Manager.

“In the last two or three years, Sepro has revamped almost its entire robot portfolio,” Rudzinski says. “Today, depending on the customer’s application requirements, we can present them with any of several distinctly different robots ... not just one or two.”

As an example, he points to economical Success robots that are finding their way into installations that don’t require high speeds or complex part manipulation, including many medical applications and some in automotive. For packaging or other applications that require faster cycles, Rudzinski usually recommends the Sepro S5 line of high-speed robots. “Best of all,” he concludes, “no matter which design suits your applications – whether it is a 3-axis robot or even the advanced 5-axis Cartesian and 6-axis articulated-arm robots – they are all operated using one family of controls developed by Sepro especially for injection-molding. No other supplier can say that.”

Rudzinski joined Sepro just over a year ago and, at about the same time, the company signed on two new sales agencies. The Turner Group covers California, the Pacific Northwest and Mountain States, while Industrial Machine Sales, Inc. (IMSI) covers Texas, the Southwest and several Gulf states. Both territories extend into the border cities of Mexico. “These two organizations are highly experienced and well-respected in the West,” he says. “All of their salespeople have many years in the injection-molding market and enjoy excellent customer relationships. They deserve a lot of the credit for the growth we’ve seen in those territories.”

(More)

A RECORD YEAR AROUND THE WORLD

Sepro's success was not confined to the West or even to the United States, however. Globally, the Sepro Group, headquartered in La Roche sur Yon, France, registered its best sales year ever in its 40-year history, selling 1700 robots and sprue pickers to customers around the world...31% more than in 2012.

North American sales were a big factor, with 2013 orders outpacing 2012 by some 34%. In the last 5 years, North America has gone from being Sepro's #3 global market to the #1 position, accounting for almost a quarter of company sales. Recently, Sepro America moved into a new facility that is nearly double the size of its previous space. The new building in Cranberry Township, PA, is 16,500 sq. ft., including a large "workshop" area, which encompasses assembly, testing and warehouse space. Office space has doubled in size to 6700 sq. ft., and there is an 800-sq.-ft. training room with 18-ft ceiling height so that it can accommodate even large robots.

The company has also expanded its field service staffing in key markets like California, for example, and added in-house engineering personnel. The company now employs nearly 30 (up from 20 in 2011) and anticipates adding at least two more positions during 2014.

Providing automation sales, engineering and service throughout the United States and Canada, Sepro America, LLC, is a wholly owned daughter company of Sepro Robotique, La Roche sur Yon, France. Sepro Robotique was one of the first companies in the world to develop Cartesian beam robots for injection-molding machines, introducing its first CNC controlled "manipulator" in 1981. It has had a substantial presence in North America since 1989. Today, Sepro truly is a global player, with operations not only in Europe and North America, but also in South America and Asia. Under the banner of "Your Free Choice in Robots," Sepro offers one of the industry's most complete ranges of automation equipment for plastics injection molding, including 3-, 5- and 6-axis servo robots with one universal control platform developed by Sepro especially for injection molders. Sepro has equipped more than 25,000 injection-molding machines worldwide and is the largest independent seller of Cartesian robots in Europe and the largest robot supplier to the automotive industry in Europe and the Americas.

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