

ISSUE 20 - MARCH 2025

QUARTERLY NEWSLETTER FROM AUTOMATED SOLUTIONS AUSTRALIA

AXIS

MEET THE ASA TEAM
PAYGEN MARTIN

CUSTOMER IN FOCUS
SMR LONSDALE

CELEBRATING
**10 YEARS OF
EXCELLENCE**

ASA PRESENTS
TEAMMATE



FROM THE **DIRECTOR'S DESK**



"We can't wait to see how TeamMate helps businesses take their productivity to the next level!"

This month is an exciting one for ASA, and I couldn't be more thrilled to share it with you.

First and foremost, we're launching TeamMate and let me tell you, this is a game changer for CNC automation. We've spent years working with manufacturers across Australia, and one thing we kept hearing was the need for a simple, reliable, and flexible robotic loading system. TeamMate is our answer. It's compact, easy to integrate, requires no programming knowledge, and best of all, it enables lights out, unmanned operation. Whether you're running a small shop or a large scale facility, this is automation made easy. We can't wait to see how TeamMate helps businesses take their productivity to the next level!

But that's not the only reason we're celebrating. This month, Joel Esposito and Brenton Martin mark 10 years with ASA, an incredible milestone. Joel's expertise in Offline Programming has helped shape how we optimise robotic solutions, and Brenton keeps our International Operations running like clockwork. These two have been a massive part of ASA's journey, and we're beyond grateful for everything they bring to the team.

We're also shining the spotlight on SMR Lonsdale, one of our long standing customers, as they continue to push the boundaries of robotic paint automation. Working together, we developed a groundbreaking remote Tool Centre Point (TCP) paint application. Seeing innovation like this come to life reminds us why we do what we do.

Another key part of ASA's success is our digital presence, and behind the scenes making that happen is Paygen Martin, our Digital Marketing Specialist. Thanks to her work, ASA's website traffic has grown 80% since September 2023. Her ability to navigate the ever changing world of SEO and content creation has taken ASA to new heights, and we're lucky to have her on the team.

And for our Robot in Focus this month, we're taking a look at the FANUC M-20iD/12L, a long-reach, high speed workhorse that's built for palletising, material handling, and finishing applications.

There's plenty more inside this issue, so dive in and enjoy the read. As always, thank you for being part of the ASA journey, we wouldn't be here without you.

Pat Green,
Director, Automated Solutions Australia (ASA)

**DELIVERING TOMORROW'S
SOLUTIONS, **TODAY****



MEET THE **ASA TEAM** - PAYGEN MARTIN

At Automated Solutions Australia (ASA), our success isn't just driven by cutting edge robotic automation, it's the people behind the scenes who truly drive us. One of those key team members is Paygen Martin, our Digital Marketing Specialist, who has been shaping ASA's online presence since February 2023.

From the moment she joined, Paygen hit the ground running, bringing fresh ideas and a strategic approach to ASA's digital marketing. She thrives on the challenge of growing ASA's visibility through SEO, social media, and website blogging, always looking for new ways to connect with the right audience. "I love the challenge of constantly finding new ways to grow the business and ensure we reach the right audience," she shares.

One of Paygen's proudest achievements? The major overhaul of ASA's website, a project that saw ASA rank #1 for 206 keywords on Google, with nearly 1,000 keywords making it to page one. Thanks to her efforts, organic traffic has

skyrocketed by 80% since September 2023. That's the kind of impact that makes a real difference.

So, what does a typical day look like for Paygen? She starts by checking in on social media, engaging with ASA's audience, and collaborating with customers on cross-sharing content. Then, it's straight into website analytics, tracking traffic and fine tuning keywords. "I'm always looking for ways to improve, whether it's tweaking a blog, updating pages, or pushing our rankings higher," she explains. And her approach works, one of her recent blogs shot from position 43 to position 2 in just one afternoon!

Though she doesn't work directly with robots, Paygen has a favourite: the FANUC M-2000iA/1700L, one of the biggest lifters in the lineup. "I could watch footage of it all day! Seeing it lift an entire car at FANUC HQ in Michigan is just incredible, it's pure power and precision," she says.

For Paygen, the most exciting part of robotic automation is its limitless potential. "Every day, we see new advancements unfolding before our eyes," she says. "Technology is evolving at an incredible pace, transforming industries, improving efficiency, and enhancing safety. The possibilities are endless." One of the biggest challenges Paygen has tackled is mastering Google's ever-changing SEO landscape. Through extensive research and hands on experience,



she developed her own formula for writing content that aligns with Google's preferences, leading to remarkable improvements in ASA's rankings and visibility.

But Paygen's skills go beyond marketing. Despite being a trained Primary School Teacher, she taught herself web development to revamp ASA's website. Her updates have made it more user-friendly, visually appealing, and SEO-optimised, ensuring ASA stays ahead online.

Paygen Martin isn't just ASA's Digital Marketing Specialist, she's a driving force behind ASA's digital success. Her passion, expertise, and determination continue to push ASA's online presence to new heights. And knowing her, she's just getting started.

MAXIMISE PERFORMANCE: SERVICE YOUR ROBOTS TODAY!

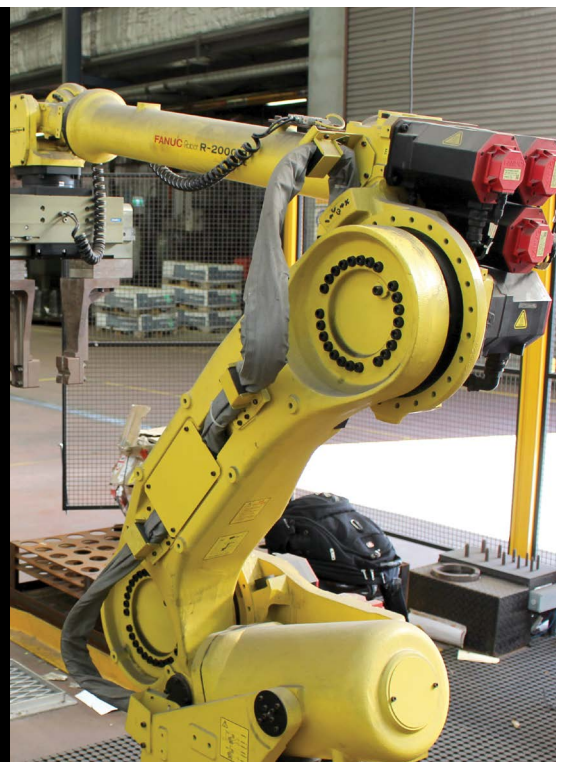
Your robots are the backbone of your manufacturing operations, tirelessly working around the clock to deliver precision, efficiency, and consistency. Like any high-performance machine—whether it's a car or a piece of advanced equipment—regular maintenance is essential to keep them running at their best.

Annual servicing ensures your FANUC robots stay in optimal condition, helping you avoid costly downtime and maintain the high standards your business depends on. Key maintenance tasks such as greasing, battery replacements, wear inspections, and backlash measurements safeguard motion repeatability and uphold the quality of your production processes.

Routine servicing doesn't just fix problems—it prevents them. By maintaining a high Mean Time Between Failures (MTBF) and detecting potential issues early, you can save time, money, and the hassle of unexpected disruptions.

Don't wait for a breakdown to act. Protect your investment, boost productivity, and keep your robots performing at their peak — schedule your service today!

Call ASA on 1800 ROBOTS to book.



CUSTOMER IN FOCUS: REVOLUTIONISING PAINT AUTOMATION AT SMR LONSDALE

SMR Lonsdale, a division of the globally recognised Moterson Group, has long been at the forefront of automotive component manufacturing. As one of the world's fastest growing suppliers to the automotive industry, Moterson delivers high quality products to major car manufacturers worldwide, including rearview mirrors, lighting systems, decorative trims, and complex wiring solutions. Their commitment to advanced manufacturing processes has driven them to continually explore innovative automation technologies.

ASA has a long history with SMR dating back to its days as Britax Rainsford, and later Schefenacker, before being purchased by SMR in 2009. Britax installed the very first FANUC Paint Robot, back in 1999 – the only RJ2 controlled P-200 in Australia. ASA installed the second unit in 2004, and subsequent units in 2008 and 2023.

Faced with the need to meet the growing demand from new contracts with automotive manufacturers, SMR turned to ASA for a robotic solution. They sought an efficient way to spray small automotive components with full 360-degree coverage. Traditional robotic paint applications, where a robot mounted spray gun moves around a stationary part, were not ideal for this task. The complexity of positioning multiple small parts for complete coverage, combined with the logistical challenges of transferring components through the paint booth after application, made it clear that a more advanced solution was needed.

Working closely with SMR, ASA collaborated on the development of an innovative racking system that enables the robot to remove parts from the rack and present them to a fixed paint applicator mounted on the wall. ASA believes this groundbreaking approach may mark the first remote Tool Centre Point (TCP) paint application in FANUC's automation



history, achieving unparalleled consistency and efficiency in the painting process.

Implementing this unique approach required a series of technological advancements. This was an unprecedented method in robotic painting, demanding a fresh perspective and innovative engineering. FANUC America provided all the necessary expertise in developing, implementing, and rigorously testing the specialised software to ensure optimal performance. The robot's motion paths were meticulously created and refined to ensure seamless operation.

To optimise the programming of these motion paths, SMR adopted Paint Pro, FANUC's specialised offline programming software for robotic painting applications. Paint Pro allows users to create, modify, and refine painting paths in a virtual environment before applying them to the actual robot. This capability was instrumental in fine tuning the new paint application method.

Ged McQue from SMR, Moterson Group, was initially exploring the option of transitioning to Paint Pro, preferring the familiarity of making adjustments directly on the teach pendant. "At first, I was more comfortable making changes on the teach pendant," Ged explained. "It felt like a shift, but with the guidance and support from the ASA team, I decided to give Paint Pro a go. Since then, I've been really impressed with its capabilities. I'm now confident making changes directly in Paint Pro, and I've found it to be a highly effective tool that has significantly enhanced our processes. I now solely use Paint Pro for

adjustments, as it provides a more efficient and streamlined workflow."

"ASA's flexibility throughout this project was invaluable" continued Ged, "As timelines and requirements evolved on our end, the team at ASA adapted seamlessly, ensuring the best outcome. They remained flexible in meeting our changing needs, and their commitment to delivering quality was unwavering. We have a long history of collaboration with ASA, and this project marks another significant achievement in our ongoing partnership."

Michael Boonzaayer, Paint Process Manager at ASA, highlighted the key advantage of this new system, stating, "The greatest benefit of this innovation is the exceptional consistency it brings to the painting process. Previously, SMR's system lacked any form of flow feedback, making it difficult to achieve uniform results. By integrating advanced robotics with FANUC's specialised Paint Pro software and Accuflow technology, we can now dynamically maintain a precise flow rate of 60cc per minute, even when paint viscosities fluctuate. This breakthrough ensures consistent coverage across all parts, significantly improving product quality and production efficiency. It's exciting to be part of a project that pushes the boundaries of industrial automation, and the results speak for themselves."

This project not only demonstrates SMR's commitment to innovation but also showcases the strength of their partnership with ASA. By continuously pushing the boundaries of automation technology, SMR is ensuring their manufacturing processes remain at the cutting edge of efficiency and quality.

CELEBRATING 10 YEARS OF EXCELLENCE:



As we celebrate Joel's 10 years with ASA, we want to express our deepest gratitude for his unwavering dedication, professionalism, and passion for continuous improvement.

JOEL ESPOSITO AT ASA

We are thrilled to celebrate Joel Esposito's remarkable 10 year journey with ASA. Joel's dedication, hard work, and commitment to excellence have made him an invaluable member of the team, and we are incredibly grateful to have him with us.

Joel's career in automotive manufacturing began at the GM Holden Plastics Plant in Elizabeth, where he joined the production team as a manual spray painter. His work ethic quickly set him apart, and he was promoted into the Paint Process team as a technician, where he was responsible for quality metrics and paint mix settings. Joel's expertise with 1-component and 2-component solvent borne paints, along with his experience working with FANUC P-200E series robots and SAMES applicators, laid the foundation for his successful transition into the role of a Paint Process Engineer.

When GM Holden announced its closure, Joel made the pivotal decision to move to ASA.

His first day on the job was far from typical, it involved a flight to Chongqing, China, for a project at Shanghai General Motors. Joel had never travelled overseas before, and the experience was full of nervous anticipation. "I was met at the airport by a stranger holding a sign with my name. It was such an awkward moment for someone who had never been overseas or spoken Chinese!" Joel recalls. But from that moment, he dove into the steep learning curve of mastering robots and paint systems at SGM and has never looked back.

Joel's passion for technology and innovation is evident in his work, and he has quickly become a go to expert in the field. His favourite robot is the FANUC P-700, which he praises for its flexibility and user friendly programming. Joel's most challenging project to date was Phase 3 at GM Silao in Mexico, where he worked with a variety of paint systems and robot types. The complex nature of the project, combined with the language barrier, made it a unique learning experience that he embraced wholeheartedly. His dedication to delivering exceptional results didn't go unnoticed – Ruben Rojas, Engineering Group Manager for Paint at General Motors, described Joel as "Amazing, just Amazing," commending his receptiveness to customer feedback, flexibility, and exceptional cooperation.

While Joel has since transitioned off the road and now works primarily in our Offline

Programming Department in Adelaide, his contributions to those projects have been just as impactful. His expertise continues to shape the direction of offline programming, where he plays a pivotal role in developing and optimising solutions that drive efficiency and precision in our systems. His ability to troubleshoot, design, and refine complex programming structures has made him a cornerstone of the department, and his influence continues to be felt across numerous projects.

When asked about his favourite part of the job, Joel explains, "For me, it's the challenge of working with different systems, at different sites, with different people. It's never been boring, and could never be described as monotonous." The mateship he forms with his colleagues and the dynamic nature of the work are what keep him motivated and excited about his role.

As we celebrate Joel's 10 years with ASA, we want to express our deepest gratitude for his unwavering dedication, professionalism, and passion for continuous improvement. Congratulations, Joel, on this incredible milestone, we look forward to many more years of success and collaboration ahead. Here's to Joel Esposito, a true ASA standout, and a vital part of our ongoing journey of innovation and excellence.

CELEBRATING 10 YEARS OF EXCELLENCE:



Brenton's ability to stay calm under pressure, adapt to new challenges, and problem solve on the fly is what makes him such a vital part of ASA.

BRENTON MARTIN AT ASA

We are proud to celebrate a significant milestone with Brenton Martin, Manager of the International Unit at ASA, as he marks 10 years of exceptional service and leadership within the company. Brenton's role is pivotal to the smooth operation of ASA's day to day activities, and his unwavering commitment to excellence has made him an indispensable part of our team.

Brenton's responsibilities cover just about every operational aspect of ASA. "There's never a dull moment," he jokes, as he seamlessly manages staff timetables, oversees financials through Xero, and nurtures key stakeholder relationships. His attention to detail and hands on approach have been instrumental in ASA's continued growth. Of course, we all know he's the backbone of the office, but let's be honest,

he's also an absolute freak in Microsoft Excel. Beyond the daily admin, Brenton is the person making sure the nuts and bolts of ASA's operations run smoothly. From inventory management to warehousing and logistics, he's got it covered. "The best part is that no two days are the same," he says. His ability to liaise with international partners and coordinate personnel usage across multiple regions has made a huge impact, ensuring everything stays streamlined.

One of Brenton's key strengths is his focus on workflow improvements, always looking for ways to enhance productivity, reduce costs, and refine processes. His keen eye for efficiency has led to significant operational improvements across the company. "I enjoy breaking down complex problems and finding ways to simplify them," he explains. His analytical mindset doesn't just help ASA run smoothly, it helps push the company forward. Among Brenton's career highlights are his annual client visits each Christmas, a tradition he values deeply. "It's one of the most rewarding parts of my role," he shares. "Meeting our clients in person, shaking their hands, and hearing firsthand how ASA's solutions have made a difference to their operations, it's something I look forward to every year." These visits have strengthened relationships and reinforced ASA's commitment to exceptional service.

Another standout moment was his pivotal role in a major project at Ford Pacheco in Argentina. Tasked with coordinating personnel, logistics, and ensuring seamless execution, Brenton stepped up to deliver under challenging conditions. "The Ford Pacheco project was one of the most intense but rewarding experiences of my time at ASA," he recalls. "Working across different time zones, overcoming logistical hurdles, and making sure everything ran smoothly was no small feat, but seeing the project come together successfully was incredibly satisfying."

Brenton's ability to stay calm under pressure, adapt to new challenges, and problem solve on the fly is what makes him such a vital part of ASA. Whether it's keeping daily operations running like clockwork or taking on large scale international projects, he does it all with a level head and a commitment to excellence.

Brenton's contributions over the past decade have been nothing short of remarkable, and we are incredibly fortunate to have him as part of the ASA team. His leadership, dedication, and commitment to operational excellence have helped shape ASA into the successful company it is today.

Congratulations, Brenton, on an outstanding 10 years with ASA! Your leadership and hard work have made a lasting impact, and we look forward to many more years of success and growth together.

AUTOMATED SOLUTIONS AUSTRALIA PRESENTS:

TeamMate⁺

THE FUTURE OF CNC MACHINE TOOL AUTOMATION

At ASA, we are proud to introduce TeamMate, a state of the art robotic loading system engineered to transform the efficiency, flexibility, and productivity of CNC machine tools. Whether you're a small, medium, or large manufacturer, TeamMate offers a seamless path to automation, helping you stay competitive in today's fast paced industry.

WHY CHOOSE TEAMMATE?

In a world where automation is becoming essential, TeamMate stands out as the premier choice for manufacturers seeking to streamline their CNC operations. Designed for minimum footprint, easy integration, and rapid deployment, adding a TeamMate enables your business to maximise output and profitability with minimal complexity.

Backed with ASA's experience for over 20 years integrating and working with major machine tool brands, ensures seamless and reliable integration with your production machine.



KEY BENEFITS:

- ✔ **No Programming Knowledge Required:** Unlike traditional robotic systems, TeamMate eliminates the need for specialised programming skills. Our intuitive interface allows operators to set up and manage the system with ease.
- ✔ **Advanced Safety Features:** Experience the freedom of fenceless technology that guarantees safety without compromising accessibility. TeamMate is designed with your workforce's safety in mind, all while maintaining high operational efficiency.
- ✔ **Quick Setup for New Parts:** Configure new part setups quickly in house without extensive downtime. TeamMate is perfect for small and medium-sized production runs, unlocking reliable, unattended, lights out operation.
- ✔ **User-Friendly Software:** TeamMate features a simple touchscreen interface that acts as a 'translator' between the operator and the robotic system. Input product specifications, and let the software handle the rest—from controlling pneumatic grippers to launching programs.
- ✔ **Unmanned Operation:** TeamMate excels in unattended operation, allowing you to automate your CNC processes around the clock. Increase your production hours and meet market demands more effectively, with true lights out manufacturing.
- ✔ **Highly Configurable and Compact:** TeamMate adapts to a wide range of manufacturing needs while maintaining a compact footprint, making it ideal for facilities of any size. TeamMate also offers a 25kg payload.
- ✔ **Compatibility with Leading CNC Brands:** TeamMate is engineered to work seamlessly with almost any CNC machine tool brand, including industry leaders like Okuma, DMG Mori, Doosan, Mazak, Haas, FANUC Robodrill, Nakamura-Tome and more, ensuring a versatile and future proof automation solution for your manufacturing operations.
- ✔ **Capable of 25Kg Payload or more:** Multiple gripper options available.

Continue over page...

REVOLUTIONISING CNC MACHINE TOOL AUTOMATION

UNLOCK MAXIMUM PRODUCTIVITY WITH TEAMMATE

Whether you're upgrading existing CNC machinery or installing a new system, TeamMate offers a versatile, cost effective and high performance solution. It's more than just automation; it's about empowering your business to meet the challenges of Industry 4.0 with confidence.

ABOUT ASA

As a leader in automation technologies, ASA brings decades of experience and expertise to the manufacturing industry. Our commitment to innovation and customer satisfaction ensures that TeamMate not only meets but exceeds your operational needs. Join us in embracing the future of manufacturing with TeamMate.



CONTACT US TODAY

Ready to elevate your manufacturing process?

Reach out to ASA to discover how TeamMate can revolutionise your CNC machine tool operations. **1800 ROBOTS**

ROBOT IN FOCUS: FANUC M-20iD/12L

The FANUC M-20iD/12L handles large products with ease, courtesy of its long reach. The powerful electric servo motors allow for fast acceleration, lowering cycle times and increasing production efficiency. In addition, the hollow arm design is able to house all cables and tubes internally, which increases both reliability and lifespan.

The **FANUC M-20iD/12L** has an impressive maximum reach of 2272 mm, ideal for handling large parts and large work envelopes. The robot is also rated to a maximum payload of 12 kg at its wrist.

It can be mounted in a number of configurations depending on the application. The robot can floor, upside-down, ceiling or angle mounted.

APPLICATIONS OF THE FANUC M-20iD/12L

The **FANUC M-20iD/12L** has excels at automating a range of manufacturing applications, including:

- ✔ **Palletising** – the long reach makes the **FANUC M-20iD/12L** ideal for picking, packing and palletising a range of large and bulky items.
- ✔ **Material handling** – the **FANUC M-20iD/12L** can be used with intelligent vision sensors to pick, sort, pack and palletise materials as they pass through the manufacturing process. The light arm and powerful servo motors allow for high accuracy and reduced cycle times.
- ✔ **Material removal** – in addition, the **FANUC M-20iD/12L** can be fitted with tools to perform finishing processes on a variety of workpieces, including grinding, polishing and cutting. The long reach allows the robot to function with large workpieces.



PAYLOAD: 12KG
REACH: 2272MM
AXIS: 6 AXIS

HOW CAN ASA HELP?

ASA is your ideal FANUC industrial and FANUC collaborative robot integrator. Our industrial engineering team are FANUC robot specialists, from concept to system designs, installations, programming, and support. At ASA, we love helping Australian businesses of all sizes reach their automation goals, and build their sovereign capability. This lets Australian manufacturers compete on the world stage. ASA are the expert for all your FANUC intergration needs. Phone ASA today on **1800-ROBOTS** to find out more.

This FANUC robot is the perfect option for automating material handling processes of large items. Contact ASA today to find how this robot can work for you.

DELIVERING TOMORROW'S SOLUTIONS, **TODAY**

ASA is a privately owned, wholly Australian company specialising in the design, engineering and integration of flexible automation solutions for the Australian manufacturing sector.



Whether your application is pick and place, palletising, packaging, part transfer or assembly, the development of a robotic solution offers significant benefits in almost any industry that is operating at high levels of throughput.

- Achieve uninterrupted speed, saving valuable production time.
- Achieve maximum repeatability, reliability and accuracy
- Lower costs versus manual labour
- Eliminate health and safety risks related to repetitive, tiring or dangerous operations

Contact ASA for more information or visit our website
automatedsolutions.com.au

1800 ROBOTS (1800 762 687)





1800 ROBOTS (1800 762 687)
for 24 hours a day robot support

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