



“Amada gave us the ability to produce what we want, when we want it — while enabling us to reduce processing times by 40%.”

— Russell Rubin, CEO and President
Boston Retail Products, Inc.



Russell Rubin,
President and CEO
(right) and
Wilfredo Escobar,
Manager of Fabrication
Boston Retail Products, Inc.

Proactive VS. REACTIVE MANUFACTURING.



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EMLK 3610 NT punch/laser combination machine (with advanced automation).



Since 1937, Boston Retail Products, Inc. has provided retailers and supply chain partners with a complete line of display, power and protection products. Metal components are designed and manufactured in Boston Retail’s 90,000 square-foot Medford, MA plant. By leveraging an automated production line, a fully-staffed tool and die department, and UL-rated electrical assembly, the company produces extremely high-quality products. Despite a long list of assets, the company faced a number of serious manufacturing challenges — to resolve them, Boston Retail turned to Amada.

Reflecting on his decision to partner with Amada, Russell Rubin, President and CEO of Boston Retail states, “From product conception to product inspection, Amada provided a fully-integrated and automated punching, bending and laser solution — increasing our productivity while reducing our costs.

Goals Achieved Through Amada’s Integrated and Automated Networked Solution:

- **Proactive Manufacturing** (Boston Retail can now take a design-led business approach — meeting virtually any custom design challenge without production restrictions).
- **Increased Productivity** (Processing times were reduced by 40% — while also reducing costs, lead times, scrap and WIP).
- **Maximum Efficiency** (Three shifts were reduced to one shift with unmanned processing — providing for the reallocation of labor to more value-added tasks).
- **Optimal Processing** (Automation ensures precise, repeatable and predictable workflow with unmatched speed and flexibility).
- **Improved Quality** (Building QC into the production process is the key to quality fabrication. FabriVISION provides an extremely quick, laser-verified inspection process that greatly increases productivity while ensuring uncompromising quality).



Astro 165W NT Robotic Bending System.

Amada America, Inc.

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Summarizing his partnership with Amada, Rubin states, “What began as a machine search, resulted in partnering with the technology leader — and it completely changed the way we do business.”