AMADA

SYNERGY IN ACTION THROUGH DIVERSE TECHNOLOGIES

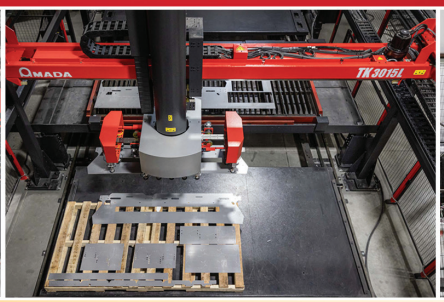
"AMADA's automated blanking and bending solution enables us to accelerate part flow, reduce WIP, and secure our leadership position."



Dave Luman
CEO, Rock Slide Engineering

Justin Sampson
Vice President







AMADA provided the ideal automated blank-to-bend solution to meet Rock Slide Engineering's specific needs.

VPSS
Virtual Prototype Simulation System

***AMADA** delivers integrated solutions, empowering customers to harness process synergy across various operations such as fabrication, stamping, welding, and machining—supplying every metalworking need our customers require.*

Founded in 2004 in a garage in the northern corner of Utah, Rock Slide Engineering (RSE) has its roots deeply embedded in off-road exploration. Recognizing that RSE's innovative products were pivotal to its success, the company's leaders prioritized efficient design and prototyping with swift iterations. To achieve this, an in-house manufacturing approach was essential, marking the beginning of Rock Slide's long-term partnership with AMADA.

Today, in-house manufacturing at RSE has evolved into a state-of-the-art, 30,000 sq. ft. plant meticulously designed for automated part flow. This encompasses cutting-edge technologies like automated blanking and bending, notably the AMADA ENSIS 3015 AJ 6kW fiber laser integrated with AMS 3015 CLT automation and a TK 3015L part removal system. The automated blanking setup feeds into two robotic bending systems, featuring an EG 6013 AR for small parts and an HG 1303 Rm for larger components.

From its modest beginnings crafting a single bumper, RSE has ascended to become the foremost leader in off-road product innovation and quality. Every RSE product undergoes meticulous design and craftsmanship at their Logan, UT headquarters, leveraging AMADA's advanced manufacturing technologies and a team of highly proficient engineers.

Dave Luman, CEO of Rock Slide Engineering sums up the synergistic partnership between the two companies, *"Innovative engineering and seamless automation form the foundation of our partnership with AMADA and our leadership position."*



Step Slider — combines a slider, which protects the vehicle as it crawls over rocky passes, with a motorized drop step that deploys when the doors are opened.

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