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VPSS
Virtual Prototype Simulation System

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> AMADA equipment is solid. Unmatched reliability and exceptional support are key factors in our 40-year partnership."
>
> – Sam Thomas

Sam Thomas, General Manager and
Jamie Tilkens, Director of Operations Robinson, Inc.

Headquartered in De Pere, Wisconsin, Robinson Inc. has grown from a small family-owned business established in 1975 to become one of the nation's premier manufacturers. Today, Robinson, Inc. employs more than 500 people at three locations comprising 500,000 square feet of manufacturing space. In addition, Robinson offers manufacturing and design expertise in fabrication and machine; pipe and vessel; custom enclosures; product handling; and portable fuel solutions.



Automated Blank-to-Bend Solution Ensures Repeatable Precision

Robinson takes great pride in constantly investing in its team members and state-of-the-art technology. Included in the most recent upgrades to Robinson's cutting and forming capabilities are two ENSIS 3015 fiber laser cutting systems with automated material handling/storage, an HG 2204 ATC press brake with an Automatic Tool Changer (ATC), and an HG 2204 ARm — a fully-integrated robotic bending system with a 7-axis robot, Automatic Gripper Changer (AGC), and Automatic Tool Changer (ATC). Jamie Tilkens, Director of Operations at Robinson, reflects on the benefits of AMADA's automated blank-to-bend solution. *"AMADA's automated systems enable us to eliminate outsourcing — this ensures optimal quality, reduced costs, and expedites delivery to our customers."*

Robinson's General Manager, Sam Thomas, adds, *"It is not our intent to replace people with the equipment, automation, and robotics purchases we're making. Our team members are valued too highly for that to ever happen. Instead, we're making strategic decisions to ensure we can provide optimal capacity to our customers, even in a tight labor market. Our 40-year partnership with AMADA affords us the ability to do that."*



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