

Food & beverage production fit for the future: Productivity and efficiency achieved with innovative solutions from Mitsubishi Electric

Dublin, Ireland 2nd of October, 2014

The food and beverage industry faces major challenges. These include increasing product diversity, shorter product life cycles, fluctuating order quantities and stricter statutory regulations particularly with respect to hygiene directives, just to name a few. Continuous improvement of production processes and efficiency increases cost savings, optimises profit margins and above all guarantees competitiveness in the long term.

The basis of this is data transparency within networked production, which is easily achieved with standard automation technology. Automation can substantially contribute to the long-term sustainability of new systems, as well as systems which have been expanded over the years. Mitsubishi Electric offers a wide range of solutions and services for the food and beverage industry. Solutions range from the automation of simple inverters for controlling dough mixing applications that can improve Overall Equipment Effectiveness (OEE), to robot technology for increasing productivity. Production, energy and quality data can be communicated continuously and easily using the MES-IT interface module. In order to do this, production data and test results are recorded during each stage of production, from individual processes to whole production operations, and transferred in real time directly to higher-level systems. From batch control to “food safe” robots, from energy

management to direct reporting in to your ERP systems, you can be sure that Mitsubishi Electric has the solutions and flexibility to be your automation partner.

Take for example the use of robots in the production area. Robots can be ideal, for instance, in Pick-and-Place applications. Mitsubishi Electric robot technology helps to increase system flexibility and availability. If several products are manufactured, packed or manipulated on one line, production cycles can be designed to be substantially faster and more cost efficient with space-saving robotic and camera systems. At the same time the high hygiene requirements of the food and drinks industry are met.

The optimising of machine running times by preventative maintenance is also a major issue in the food processing industry. If a machine suddenly fails, an entire batch is usually lost. This is expensive and damaging to productivity. Modern control platforms, touch screen operating devices, like the Mitsubishi Electric HMI GOT2000 series, and sensors with comprehensive, integrated functionalities as well as flexible maintenance concepts like MAPS, the Life-Cycle-Software solution from Mitsubishi Electric, provide the necessary data transparency for simple implementation of preventative maintenance concepts.

Mitsubishi Electric has built a strong understanding of the needs of the food and beverage industry which has led to us being the number one automation vendor to food, beverage and CPG businesses throughout Asia. Our reputation for quality, reliability and innovation supports our customers in the most intensely competitive regions in the world market. For more detailed information about Mitsubishi Electric's solutions for the food and beverage industry, visit https://ie3a.mitsubishielectric.com/fa/en/solutions/industries/food_beverage or call us on +353 1 4198800.



Photo caption: From batch control to “food safe” robots, from energy management to direct reporting in to your ERP systems, you can be sure that Mitsubishi Electric has the solutions and flexibility to be your automation partner. [Source: Mitsubishi Electric Europe B.V. , Germany]

About Mitsubishi Electric

With over 90 years of experience in providing reliable, high-quality products to both corporate clients and general consumers all over the world, Mitsubishi Electric Corporation is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, as well as in products for the energy sector, water and waste water, transportation and building equipment.

With around 124.000 employees the company recorded consolidated group sales of 39,3 billion US Dollar* in the fiscal year ended March 31, 2014.

Our sales offices, research & development centres and manufacturing plants are located in over 30 countries.

Mitsubishi Electric Europe, Industrial Automation – Irish Branch is located in Dublin Ireland. It is a part of the European Factory Automation

Business Group based in Ratingen, Germany which in turn is part of Mitsubishi Electric Europe B.V., a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan.

The role of Industrial Automation – Irish Branch is to manage sales, service and support across its network of local distributors throughout Ireland.

**Exchange rate 103 Yen = 1 US Dollar, Stand 31.3.2014 (Source: Tokyo Foreign Exchange Market)*

Further Information:

Website: ie3a.mitsubishielectric.com

Website: www.mitsubishielectric.com

YouTube: <http://www.youtube.com/user/MitsubishiFAEU>

Twitter: <https://twitter.com/MitsubishiFAIRE>

Linked In: <http://www.linkedin.com/company/mitsubishi-electric-ireland>

Press contact:

Mitsubishi Electric Europe

B.V. - Irish Branch

Rachel O' Brien

Westgate Business Park,
Ballymount Road, Dublin 2.4

Tel.: +353 1 419 8856

Fax: +353 1 419 8890

rachel.obrien@meir.mee.com

ie3a.mitsubishielectric.com

PR agency:

DMA Europa Ltd.

Mr. Roland Renshaw

Europa Building, Arthur Drive, Hoo Farm
Industrial Estate, Kidderminster,
Worcestershire, UK

Tel.: +44 (0)1562 751436

Fax: +44 (0)1562 748315

roland@dmaeuropa.com

www.dmaeuropa.com