

Joint Press Release - AV Flexologic and Bryce Corporation

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Bryce Corporation to install robotic mounting technology from AV Flexologic

Following 8 years of joint development, AV Flexologic proudly launches the **RoboCELL**.

RoboCell is a ground breaking innovative solution for robotizing the pre-press workflow combining the application of tape, plate mounting, and sleeve handling, using patented technology from AV Flexologic to fully automate all aspects of the mounting department.

The Bryce Corporation is a technological leader in film packaging, thermal laminations, and other high-volume combinations of films. Bryce is the first corporation to invest in the RoboCELL, and introduce a robotic/fully automatic prepress workflow. Bryce Corporation and AV Flexologic share the same passion for innovation and they quickly adapt to the fast-changing customer needs in order to best serve them. The installation is planned for the Q4 2020.

“Bryce Corporation’s trust, support and commitment to AV Flexologic to the development of this technology has been the driver following an initial investment into the development of the automation of double-sided tape onto sleeves in 2012.” said Martijn Otten, Managing Director at AV Flexologic.

“AV Flexologic is the global leader in prepress solutions. Period. Bryce partners with industry thought leaders and works with them to develop solutions the industry isn’t even thinking about yet. With the innovative RoboCELL, AV Flexologic has established an even larger lead over their next distant competitor.” said Sean Bowie, President of Bryce Corporation’s packaging division.

AV Flexologic invented and patented automatic plate mounting in 2005 and has since grown to become the industry standard for plate mounting equipment. AV Flexologic’s vision is to continuously innovate by creating cutting-edge technology, and our mission is to grow by being the best in technology and customer experience.

The RoboCELL includes:

1. RoboTAPE: Robot with a taping tool which is able to spiral the tape onto the sleeve
2. RoboSLEEVE: Gripping tool handling the sleeves around the workcell
3. FAMM 3.0: 3rd generation Fully Automatic Mounting Machine for flexo plates
4. RoboPLATE: Plate loader for the FAMM 3.0 for up to 50 plates

Automation of manual processes, elimination in operator dependency and prepress related downtime are key benefits of the system. Any human related mistakes are eliminated while savings in time and costs are so substantial that in most cases the ROI following installation is less than 1 year. In addition, they are able to eliminate any waste during the pre-press workflow including tape waste and damaged sleeves from cutting on the sleeves during manual taping.



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