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Electronics Beyond Content.

**AN EASY WAY  
TO EVALUATE  
YOUR FUTURE  
INVESTMENT  
WITH MATTEO  
PADOAN,  
CEO, ESSEGI  
AUTOMATION SRL**

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# DIRECTOR SPOTLIGHT

*Founded in 1994, Essegi System Service was a small EMS company, but with a very futuristic vision. We recently caught up with Matteo Padoan, CEO of Essegi Automation srl, to find out more about the company. He explains how it has evolved and how its products and technologies are so valuable to manufacturers, now more than ever, and the efforts the company has gone to, to make their LIVE DEMO an experience - leaving you in no doubt as to what you would be investing in.*

**Q: MATTEO, CAN YOU TELL US MORE ABOUT ESSEGI - WHEN YOU JOINED AND THE CHANGES YOU HAVE SEEN OVER THE YEARS WITHIN THE COMPANY.**

**A:** Sure, as mentioned the company Essegi System Service was founded in 1994, actually as a Spare Parts reseller, growing to become a small EMS company in 1997. The rapid development and the subsequent constant growth of the company are the merit of a select team of people, coming from years of experience in the sector, able to provide solutions aimed at the needs of the customers. Born from the idea to empower the production process by developing a piece of equipment to move and stock electronic components, the first prototype of the Intelligent Store Solution was developed and started to be promoted in Italy. In 2009 Essegi participated in their first productronica

show and I actually joined the company as a temporary consultant, to help with translation and public relations. As a bit of a visionary myself, I enjoyed the whole productronica experience and could see the potential for this niche product in the marketplace. It was then agreed that I would undertake an analysis of foreign markets, define a marketing strategy and create a distribution network for the company. The Storage Solutions division of Essegi System Service SRL born and I was offered the role of Head of Operations for the Storasolutions division.

**Q: HOW DID YOU GO TO MARKET WITH THE STORAGESOLUTIONS?**

**A:** So, in 2013 we partnered with JUKI, which helped bring us a lot of opportunities. We started the distribution of the Intelligent Storage System in the Americas and Europe. The partnership became so successful

## AN EASY WAY TO EVALUATE YOUR FUTURE INVESTMENT

Q&A WITH MATTEO  
PADOAN, CEO, ESSEGI  
AUTOMATION SRL  
BY SMT TODAY EDITOR

ESSEGI  
AUTOMATION



Storasolutions.it<sup>®</sup>  
division





in sales and service cooperation, that we decided to start a licensed production of the solution for the Asia Market, achieving ISM 2000, then ISM 3600 in 2017. In 2019 ESSEGI AUTOMATION srl was born as spin-off company of the still existing Essegi System Service S.R.L. and I was honoured to become the CEO. After a few months ESSEGI AUTOMATION srl welcomed JUKI as a new stakeholder, and here we are today.

**Q: IN THESE TIMES, WITH MORE AND MORE COMPANIES TURNING TO AUTOMATION, ESSEGI'S STORAGE SOLUTIONS MUST BE A BIG BENEFIT FOR MANUFACTURERS. HOW ARE YOU ENSURING EVERYONE KNOWS ABOUT YOUR SOLUTION?**

**A:** The Fourth Revolution, Automation and Data Exchange in manufacturing technologies are trending topics in all SMT companies. However, what are actually the right investments for manufacturers to transform the operating flow and catch the train of Industry 4.0? The selection of the right investment for your plant is anything but easy. How can decision makers pass through this process easily and graduate with honors in Automation technology? Well, Essegi's free of charge Live DEMO shows how to safely and easily evaluate the right investment for your company. Obviously, we have our website and social media platforms as a quick way to find out about our brand and products, but there is nothing quite like a face-to-face live DEMO to get the information you need. Just like you test drive a car before you buy it from the dealer, you would want to test a piece of equipment, machine, application or software.

**Q: MATTEO, PLEASE GO AHEAD AND TELL OUR READERS ALL ABOUT YOUR LIVE DEMO SET UP AND THE MAIN BENEFITS THEY WILL GAIN FROM IT - THE FLOOR IS YOURS.**

**A:** OK, there are 5 good reasons why you should book an ONLINE LIVE DEMO with ESSEGI.

**1. Stay in your office and choose a time that suits you**

Sitting at your desk, in your office or home, from any desktop, mobile phone or tablet, you join our DEMOs through Zoom. You can choose a time that best suits

you and any other colleagues or partners in different locations, that are involved in the process.

**2. Get a deep overview of our solutions**

You can experience the full range of our solutions, our applications and configurations, the software, the user interfaces and see how it all works.

You will find

- The IMS Incoming Material Station, which speeds up the receipt and identification processes, and tracking of incoming electronic components and materials. This significantly reduces the time needed for the receiving process, saves labor cost, and notifies the ERP and/or MES systems of the immediate availability of the material for production.
- The workhorse of component storage the ISM Ultraflex 3600 and its expansion partner, the ISM Ultraflex. Equipped with the MIM/EEM modules to allow fully automatic access to the towers for delivery and retrieval of components without human assistance.
- An AMR (Autonomous Mobile Robots) will pick up and deliver parts live during the DEMO.
- The AMM (Autonomous Material Management) concept : The MIM (Multiple Interface Module) and EEM (External Elevator Module) allow any 3600 or 3900 to be interfaced with an automated vehicle, and can be added later as the user requires.
- A BACK to BACK configuration featuring two ISM Ultraflex 3600 units. One application for this configuration could be through a wall, allowing passage of components without contamination.
- The full suite of ESSEGI software tools will be displayed, including the newly developed "Consigned Inventory Segregation" feature for EMS companies, which allows storage of both customer-owned and company owned parts in the same unit, while ensuring that the customer-owned parts are only used for that customer's product.

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ESSEGI'S LIVE DEMO SHOWS HOW TO SAFELY AND EASILY EVALUATE THE RIGHT INVESTMENT FOR YOUR COMPANY, COST-FREE.

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### 3. See the benefits in real time

As you go through the DEMO, you will be shown the features and benefits of the product in real-time:

**FLEXIBILITY**

**TIME SAVING**

**SPACE SAVING**

**TRACEABILITY**

**PRODUCTION EMPOWERMENT**

**HUMIDITY CONTROL**

**NO HUMAN ERROR**

**MODULARITY**

This will help you to look deep into your processes, find real-life scenarios of your problems, and make a realistic assessment of your needs. You can also discuss expectations from the solutions.

### 4. Get answers throughout the DEMO

You can get more detailed answers as you go through the demonstration process. You can ask to see some of the features again, which may not be clear, helping you make a more informed decision on your business needs.

In our DEMOS it is not just what you came in for, but what you got out with. You will probably find out options that you haven't ever dreamt of.

### 5. Interact with an expert

ESSEGI DEMOs are typically managed in collaboration with our local distributors, but hosted in Italy by ESSEGI Automation. Our experts - who know the application and the software inside out - can show the full range of solutions.

You can also take advantage of having an expert of Intelligent Automated Management on a one-on-one session, to ask questions that could resolve the exact issues that you are facing every day. ESSEGI experts not only know in-depth details of our own solutions, but are also very familiar with specific set of challenges in the Electronics Industry.

**Q: THIS ALL SOUNDS GREAT MATTEO, CAN YOU TELL OUR READERS HOW TO GO ABOUT SIGNING UP FOR ONE OF ESSEGI'S LIVE DEMOS?**

**A:** You can register on our website:

[www.storagesolutions.it/en/schedule-your-demo-now](http://www.storagesolutions.it/en/schedule-your-demo-now)

Or you can email us at [sales@storagesolutions.it](mailto:sales@storagesolutions.it).

Alternatively, you can also contact us by phone: **+39 0444376380**.

**MATTEO, THANK YOU FOR YOUR TIME, AND WOULD LIKE TO WISH ESSEGI AUTOMATION SRL ALL THE BEST FOR THE FUTURE.**

[www.storagesolutions.it](http://www.storagesolutions.it)





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# Cogiscan

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We can set you free from dealing  
with multiple protocols and standards.