

**NEW Manufacturing Alliance**  
**INDUSTRY 4.0 TASK FORCE MEETING MINUTES**  
**WebEx**  
**Thursday, April 23, 2020 – 1:30 PM**

**ATTENDEES:** Adonica Randall, Alex Gibson, Amy Kox, Ann Franz, Anne Troka, Chris Lipski, Dan Fuhrmann, Dan Heiser, Debbie Thompson, Dennis Sommers, Greg Runnoe, Greg Vandenlangenberg, Gregg Wheeler, Jake Manchester, James Corpus, Jill Thiede, Joe Brittnacher, Joel Warren, John Irwin, Michelle Schuler, Paul Link, Paul Rauscher, Pilar McDermott, Steve Straub, Steve VanGompel, Stewart Larsen, Terry Brei, Tony Olson, Uli Unterriker, Zac Tretow, Zachary Kaiser

**WELCOME**

Jill Thiede, Industry 4.0 Task Force co-chair, welcomed attendees and facilitated the meeting.

**SURE CONTROLS PRESENTATION – ROBOTICS & AUTOMATION**

Terry Brei, president / sales manager at [Sure Controls](#), presented. Following the meeting, Teri provided the following links, including a recording of today’s meeting.

- [Customer Success Story - Schoeneck Container Sure Controls](#)
- [Flexible Automation - Sure Controls](#)
- [Give a Sm;je - Sure Controls Team](#)
- Sure Controls - Industry 4.0 Virtual Meeting - New Manufacturing Alliance - **Recorded on:** Thu, 23 Apr 2020 01:33 PM. **Duration:** 1 Hour 11 Minutes – [VIEW INTERACTIVE RECORDING](#)
- Questions? Contact: **Terry Brei** - [tmbrei@surecontrols.com](mailto:tmbrei@surecontrols.com) - **Phone: (920)-757-0500 Ext. 138**

Sure Controls is compassionate about keeping manufacturers competitive by providing industrial automation solutions. Mission: *Delighting our customers with design foresight, product leadership and unequalled responsiveness.*

**COMPANY OVERVIEW**

- Founded in 1984
- Located in Greenville, Wisconsin
- Global provider of products and services with product distribution in the US, Canada, Europe and Middle East

SERVICES	
<ul style="list-style-type: none"> <li>• Custom Engineered Integration Solutions</li> <li>• Product Distribution</li> <li>• Control Panel Design &amp; Production</li> <li>• Plant Intelligence Solutions – “Industry 4.0 / IIOT”</li> </ul>	<ul style="list-style-type: none"> <li>• Field Services – Remote, Down-Time Recovery Calibrations</li> <li>• Training &amp; Repair Services</li> <li>• Robotics &amp; Motion Control</li> </ul>
CORE COMPETENCIES	
<ul style="list-style-type: none"> <li>• Web Handling</li> <li>• Thermal &amp; Fluid Process Control</li> <li>• Plant Intelligence</li> </ul>	<ul style="list-style-type: none"> <li>• Sure Motion</li> <li>• Safety</li> </ul>

**TRENDS & TECHNOLOGY**

We are working with machines that are automating a lot of things, exposing us to collaborative technologies every day.

CHALLENGES WE ALL FACE			
<ul style="list-style-type: none"> <li>• People Dependent</li> <li>• Adequate Workforce Quality</li> <li>• Scalability</li> <li>• Competitive</li> </ul>	<ul style="list-style-type: none"> <li>• Quality</li> <li>• Costs</li> <li>• Price Increases</li> </ul>	<ul style="list-style-type: none"> <li>• Manufacturing Processes</li> <li>• Flexibility</li> <li>• Variation</li> </ul>	<ul style="list-style-type: none"> <li>• Re-Shore/On-Shore</li> <li>• Escalating Costs of Direct Labor</li> <li>• Scarcity of Skilled Human Resources</li> </ul>

Wisconsin has an innovative, hardworking workforce. Currently, there are thousands of open positions in our area. More people are retiring than entering the workforce, forcing companies to do more with less.

**INDUSTRY 4.0 & ROBOTICS – TO SUCCESSFUL RECOVERY – WHAT DOES THAT MEAN TO ME?**

We are all learning what that means, as industry has a lot of different prongs.	
<ul style="list-style-type: none"> <li>• Internet of Things</li> <li>• Machine Learning</li> <li>• Cyber - Physical Systems</li> <li>• Cloud Computing</li> </ul>	<ul style="list-style-type: none"> <li>• Big Data Analytics</li> <li>• Cybersecurity</li> <li>• Additive Manufacturing</li> </ul>

Sure Controls works with **ROBOTIQ** of Canada. ROBOTIQ automation tools and know-how simplify collaborative robot applications, so manufacturers can start production faster. Lean robotics can reduce production costs, increase productivity and help fill the skills gap. ROBOTIQ offers flexible intelligent automation.

ROBOTIQ can help your company deploy a Cobot cell in less than two weeks. They want to support your business production demands through their flexible intelligent automation that protects your workers. Their whole team will be dedicated to your mission.

**What will the “New Normal” work cell look like?**

Lights out operation? Will social distancing be the new norm? An automation technology exists that can solve these challenges. You would not have to be at the facility to see what is going on. **The future temp agency?** Companies are hiring robots temporarily. Different business models are starting to be brought to market.

The first robot was introduced to the market in 1960. Although industrial robots have been used in factories for decades, robots/automation currently perform only around 10% of manufacturing tasks, on average. By 2025, significantly more automation will take place.

**What is a collaborative robot?**

- Power and Force Limiting
- Safety Rated Monitored Stop
- ISO 10218 & 15066 – Industry Safety Standards
- A lot of work and studies have been done regarding the correct force to be deployed.

**Where Cobots Deliver Smiles (Success is defined by smiles.)**

- Holds Heavy Tools
- Faster Deployment – Easier to Use
- Flexible – Easily Redeployed
- Safer
- Smaller Footprint
- Faster ROI – Must be fully deployed and operating in production.

**TOTAL INVESTMENT - Cobot Advantages**

Industrial Robot - Project Management, System Engineering Peripherals, Robot

Basic Collaborative Robots - System Engineering, Peripherals, Robot

Smart Collaborative Robots - Peripherals, Robot

Are Robots /Automation for every application? NO, but flexibility can be built into automations.

**Define Your Project Scope, Define Success**

A lot of different automation technologies are being deployed. Automation will be a big part of recession recovery. Sure Controls can help your company build and produce your product locally, effectively. Questions? Contact: **Terry Brei - [tbrei@surecontrols.com](mailto:tbrei@surecontrols.com) - Phone: (920)-757-0500 Ext. 138**

**Companies interested in working with other companies on a short-term robotics project should contact Ann about your interest at [ann.franz@nwtc.edu](mailto:ann.franz@nwtc.edu).**

## COVID-19 NEWMA RESPONSE

- Weekly email to the membership with government websites, online training, and other COVID-19 information.
- Conducted a survey for WEDC regarding manufactures' current and potential capabilities for manufacturing PPE. **Members are encouraged to contact Ann if their company needs facemasks.**
- Met with hospital directors of procurement to assist them with PPE and connected them to new resources.
- Created a program to connect dislocated Alliance members, as a result of COVID-19, to Alliance members that are hiring short-term workers.
- Partnered with the Greater Green Bay Chamber on a joint recruitment of short-term workers.
- Created a best practices forum to share what Alliance members are doing related to COVID-19.
- Connected Alliance members with PPE for their facilities.
- The Alliance worked with Rockwell Automation in hosting two webinars that discussed remote troubleshooting on the floor, including video connections. Rockwell is offering free licenses for companies to try their remote troubleshooting technology through June. Ann will follow-up with Joel to see if their recent webinar was recorded.

## COVID-19 COMPANY RESPONSE

- Zach Kaiser shared that McClone's HR staff has been made available for COVID inquiries from outside their organization.
- Many companies are reluctant to bring on new employees during the pandemic.

## NEXT STEPS – USE CASES

The Industry 4.0 Task Force is looking to form a data analytics cohort of companies to work together. **Let Ann know if you have any use cases that can be featured at the next meeting.**

A conference call with Michigan Technological University is scheduled for 4/30/2020, 8:30 – 10:30 a.m. The possibility of collaborating on a project will be discussed. Participants are encouraged to share some thoughts prior to the meeting. **Members can contact Ann if interested in participating.**

On April 29<sup>th</sup> at 2 p.m. CST, there is a livestream with Rita McGrath with Todd McLees. The webinar is called, 'Recognizing Inflection Points & Scenario Planning in the Midst of Crisis'. Rita is a best-selling author, a sought-after speaker, and a longtime professor at Columbia Business School. She is the author of the best-selling [The End of Competitive Advantage](#) (Harvard Business Review Press, 2013). Her new book is [Seeing Around Corners: How to Spot Inflection Points in Business Before They Happen](#) (Houghton Mifflin Harcourt, 2019).

Here is the [Registration Link](#)

## NEXT MEETING DATE/TIME/LOCATION

The next Industry 4.0 meeting will be held on May 28 at 1:30 p.m. via Webex.