

Smart Motion Robotics Newsletter

4th Quarter 2010



Innovative Solutions

U.S.-based Smart Motion Robotics provides best-of-breed robotic solutions to the egg industry and through years of dedication to America's egg producers, has built uncompromised trust and integrity.

As just one tool in the arsenal of solutions Smart Motion Robotics provides, SmartPacker™ robotic system is the first robot ever deployed in the U.S. for egg case packing. SmartPacker™ is a customer-proven and extraordinarily reliable alternative to manual labor or mechanical solutions. SmartPacker™ teamed with SmartStacker™, delivers a total system solution featuring precision technologies that can essentially eliminate post-packed egg damage from the grader to truck.

FANUC
Robotics



**AUTHORIZED
INTEGRATOR**

Greetings from Smart Motion Robotics, where we make production automation simple. Please visit us at www.smartmotion.com or call us at 847-836-7744 and let us know how we can help you.

New FDA Reporting: Robots Could Lead the Way for Egg Farmers

It's clear the new FDA guidelines governing reporting will cause farms to devote more staff time to these activities. One solution may be realignment of employees who are packing and palletizing eggs to handle reporting duties. By installing robotic automation in their production plants and re-aligning staff, managers can cap recurring costs, increase productivity and most importantly, streamline quality control in their production. As a result, farmers and employees alike benefit by increasing the amount of quality product sold to grocers and minimizing margins of error.



The Smart Motion Customer Point of View

Go with proven, reliable systems. While robotic egg case packing and palletizing systems pay for themselves in a relatively short period of time, the investment won't pay off if an unproven unit or system fails.

Mechanical expertise is not robotic expertise. The learning curve in the field of robotics is steep. Ensure your investment is a sound one by going with already-proven products in the U.S. egg producer market from companies with direct and prior experience.

Choose a trained, U.S.-based support infrastructure. Will you receive immediate and reliable initial and ongoing customer service? Or will your robot be subject to a process of trial and error as a support system is developed and honed?

Identify field-proven ROI. Based on direct customer feedback, four SmartPackers™ pack 40 million dozen eggs each year and *reduce three laborers to that of a quarter of a single person*. Customers using SmartPackers™ report as much as 1 percent CHEX reduction in post packed eggs plus important intangibles; happy end customers from consistent and improved product at delivery, immediate increase in production with less grader downtime for breaks, reduction of workman's comp insurance, risk of injury claims and more. Customers report that their teams of SmartPackers™ pay for themselves in less than three years.

About Smart Motion Robotics

Smart Motion Robotics began offering a superior egg case packing solution to the egg industry in 2005 after being challenged by a farm to adapt robotics to the task. Today, more ideas are under development, soon to become reality. For years, in exclusive North American partnership with FANUC Robotics, Smart Motion Robotics delivers to American egg producers industry-leading, best-in-class egg case packing and palletizing systems. The first to deliver the precision of robotics to the egg industry, Smart Motion and FANUC's superior robotic solution is supported by a U.S.-based customer service network recognized as the best in the industry. Some of SMR's best ideas come from our customers. Keeping close with Customer Service Care, listening to customers and acting on their feedback furthers our innovation and best practices.