

FACTORY AUTOMATION



## Genesis Packaging Technologies

Genesis Packaging Technologies

### OEM Raises Production Output 300% by Moving from Customized to Standardized Automation Platform

Using servos from Mitsubishi Electric Automation, a premier provider of vial capping equipment shifted from a customized to a standardized motion platform. As a result, they're meeting growing customer demand with shorter lead times, faster builds, and greater value for the end user – all at an attractive new price point. Now there's no cap on company growth.

#### Key points

- **The Challenge:** Bring existing equipment up to date
- **The Solution:** Servo Drives from Mitsubishi Electric Automation deliver compatibility and easy integration with existing PLCs
- **The Result:** Reduced lead times and build times, while output grew by 300%



#### THE CHALLENGE

##### Bring existing equipment up to date

When a physician injects a patient with medication from a glass vial, they want to know that the drug inside that vial is sterile and stable. That's where Genesis Packaging Technologies comes in. Genesis Packaging Technologies, formally a division of the West Company, was founded in 1946. Today, Genesis is a worldwide leader in the science and technology of parenteral vial sealing and residual seal force testing.

Their capping equipment is respected around the world, and their seal force tester has always been an industry leader. Through continuous development, Genesis strives to improve their product lines in order to meet and exceed customer needs. With this in mind, they decided to offer their customers a new generation of the Residual Seal Force Tester: a new machine that would deliver more precision and a greater ability to gather and process seal data.

#### THE SOLUTION

##### Servo Drives from Mitsubishi Electric Automation deliver compatibility and easy integration with existing PLCs

To upgrade their existing line of laboratory and high-speed production equipment, Genesis called on Moxley Electronics, a trusted distributor of automation components from Mitsubishi Electric.

According to Josh Zimmerman, Moxley's Business Manager, "We worked closely with the Genesis team to get a firm understanding of the features and functionality they wanted to bring to market."

To meet the challenge, Moxley suggested using off-the-shelf EtherNet/IP Servo Drives and Amplifiers from Mitsubishi Electric. This standard motion control platform replaced the old custom platform with a solution that delivered greater precision and performance at a better price point than the competitor's offering. It was also highly compatible with the tester's existing PLC.



Mitsubishi Electric MR-J4 servo motors and amplifiers offer compatibility with competitors' PLCs

“We standardized on the Mitsubishi Electric drive and the motor across our new machines, so we have only one supplier for all our servo needs. That means, we only have to stock one motor and one drive,” said Kevin Stofflet, Genesis Engineering Manager.



The Vera® Residual Seal Force Tester

### Introducing the new Vera® Residual Seal Force Tester

Genesis Packaging’s General Manager Eric Stone stated, “The new Vera illustrates that our expertise is really in the science of sealing. It’s deep-rooted, and so is our commitment to seal integrity.”

Moxley’s Josh Zimmerman said, “The new product with its standard motion platform delivers ease of use, more precise motion control, and greater feedback from the system. That means more data. And best of all, the new servo drives are extremely compatible and easily integrate with the machine’s existing PLC – even though the PLC was from a competitor of Mitsubishi Electric.”

### Support from Mitsubishi Electric Automation

Kevin Stofflet, the Genesis Engineering Manager said, “Moxley was terrific. A real partner. And Michael Lombardi from Mitsubishi Electric was always there for us. There was no support ticket, no extra phone calls, and no delays. He helped us set up the communication between the PLC and servo drive, then set up the IP network. He walked us through everything and made us a priority.”

## THE RESULT

**Lead times and build times were reduced while output grew by 300%**

By employing a standardized motion platform with off-the-shelf servos, production lead times for the new tester were cut in half, dropping from twelve weeks down to six. And production output went from building 5-10 machines a year to building 30 or more.

As an added bonus, the new platform not only delivered greater precision, but also higher value with a wide range of built-in features at a great price point. These features alleviate the need for expensive upgrades and extras.

### Upgrades all around

The upgrade of Vera was so successful that Genesis decided to standardize on the Mitsubishi Electric motion control platform and use it to upgrade several of their existing capping products.

These earlier systems include the Integra Lab Vial Crimper, the RW Westcapper® Rail Crimper, and the Aptus® Modular Crimping System. Applying the standardized motion platform to all of these means that Genesis only has to stock one type of motor, which significantly streamlines inventory.

“With support from Mitsubishi Electric, Moxley forged a solid foundation of trust with the Genesis team. We made sure they received the necessary technical resources for a seamless integration at every step of the process.”

– Josh Zimmerman, Moxley Business Manager



### Learn more about



**[MR-J4 servo motors and amplifiers](#)**



Genesis Packaging Technologies

**Genesis Packaging Technologies**  
[gen-techno.com](http://gen-techno.com)



**Moxley Electronics**  
[moxleyelectronics.com](http://moxleyelectronics.com)

**For more information or a free consultation with an automation engineer, please**

**CONTACT US**

**MITSUBISHI ELECTRIC AUTOMATION, INC.**

500 CORPORATE WOODS PARKWAY, VERNON HILLS, ILLINOIS 60061