



CASE STUDY  
**WEB TECHNIQUES**

## Reinventing The Off-Line Label Rewinder

When Todd and Susan Hickman purchased Web Techniques in 2014, they had big plans for the small company. Web Techniques was already the leading manufacturer of tabletop label inspection machines, which unwind, count and then rewind labels. Todd and Susan wanted to bring new automation technology to these machines, so they could serve a broader spectrum of industries including pharmaceutical, food and beverage and chemical.

### The Challenges

One of the challenges was keeping the system's control scheme — the industry standard — while completely redesigning system controls. Working with HTE, they used Mitsubishi Electric Automation solutions to engineer the new high-quality, low-cost base machine that Todd says is "bullet-proof." Todd is so confident in the quality and performance of the system that he offers a 100% money back guarantee.

### The Solution

With a handful of competitors all using thirty-year-old technology, the Hickmans knew they could make a significant leap forward in performance. Gone are the old printed circuit boards and LCD readouts. The new system incorporates PLC control, Touch Screen input, Variable Frequency Drive speed adjustment and a high precision encoder that ensures spot-on speed and length accuracy every time.



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*"I've never seen another product line that has the capability to make the transition so easily when new capabilities are added."*

**Todd Hickman**  
– President  
Web Techniques

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*“Forward compatibility is everything — if you can take the programming you’ve already paid for and leverage it moving forward, that’s everything.”*

**Todd Hickman**  
– President  
Web Techniques

## The Benefits

This Mitsubishi Electric Automation solution delivered a **25% performance increase over the previous system**. This has allowed Web Techniques to accelerate ROI for customers. The system also enables significant cost savings, because programming can be done with little or no modifications to system hardware.

The reimagined rewinder also has new capabilities such as bi-directional rewind, which enables easy identification, repair and repositioning of rolls in half the time. Constant speed control automatically adjusts speeds as diameters change to maintain quality. Without this, companies have to manually monitor, which adds to their costs.

## The Results

Using regular cadence, the company has introduced innovative enhancements that build on the new digital interface display, including integrated serialization rewind, which enables government compliance and improves consumer safety while gaining a better understanding and control of inventory. Another new option — vision-capable rewind — quickly and accurately counts, serializes, validates and rewinds label rolls, saving time and money.

With serialization deadlines approaching fast, the WT-35VS Serialization System ensures compliance in every global market. Web Techniques recently implemented a revolutionary system that ensures accurate counting of label stock. It helps Fortune 100 pharmaceutical companies eliminate label mix-ups and miscounts.

**Web Techniques is not only more nimble, they have tripled annual revenue.** In fact, Web Techniques was selected as one of Small Business Monthly’s Future 50 Companies in their annual search for the 50 fastest-growing companies in St. Louis. They’ve come a long way in a very short span of time.

## MITSUBISHI ELECTRIC AUTOMATION, INC.

500 Corporate Woods Parkway, Vernon Hills, IL 60061  
Ph 847.478.2100 • Fx 847.478.2253

[us.MitsubishiElectric.com/fa/en](http://us.MitsubishiElectric.com/fa/en)

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## AUTOMATION SOLUTION EQUIPMENT AND TECHNOLOGY

### Base Machine

- MELSEC-F Series FX3S PLC with FX3G-485-BD-RJ Communication Unit
- FR-D700 Series Variable Frequency Drive
- GOT 2000 Series GT2104-RTBD HMI display unit

### Option Machines

- iQ-F Series FX5U PLC
- FR-D700 Series Variable Frequency Drive
- GOT 2000 Series GS2107-WTBD HMI display unit

## NEXT STEPS

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

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