



CASE STUDY  
**ROCHELEAU**

## Fear No Task

The company motto – Fear No Task – goes back four generations for the Rocheleau family. For them, it's not just a statement. It's a challenge: to innovate and make better products that bring new benefits to customers. As one of the top manufacturers of blow molding machines for the plastics and packaging industry, this motto has served them well.

Another thing that's served them well? When they find a provider that consistently delivers the highest quality products, they tend to stick with them.

Rocheleau has been using Mitsubishi Electric controls exclusively since they moved from relay logic systems to programmable logic controllers (PLCs) in the late 1980s. Mitsubishi Electric controls are in every piece of equipment they produce. And they reliably control every aspect of operation:

- Motors
- Temperature
- Pneumatics
- Hydraulics
- And more

Kevin Hastings, Electrical Engineering Manager, 3rd Generation Co-Owner, and grandson of Rocheleau's founder, says controls are like tires on a car. "No matter how well you build the car, if you have a flat tire it's not going to drive down the street." Kevin says, "Controls are even more important to machines than tires are to cars. If they break down, nothing is going to work at all."



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*“There are a lot of good machines out there, so we really build ours to last. Our attitude is that Rocheleau machines only have to run forever. And robust, accurate controls are a really big part of that.”*

**Kevin Hastings**  
– Electrical Engineering Manager  
Rocheleau

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*“Mitsubishi Electric products have proven to be extremely reliable and help us ensure that our equipment will keep on working as intended—and that our customers will keep on getting trouble-free operation.”*

**Kevin Hastings**

– Electrical Engineering Manager  
Rocheleau

If you drink juice or milk, put sugar in your coffee, use household cleaning or personal care products, you’ve probably used one of the containers created on Rocheleau machines. And these containers are created incredibly fast — especially when they are created on Rocheleau’s flagship machine: the RS-90 extrusion blow molding machine.

### The Next Generation of Efficiency, Power and Speed

Rocheleau introduced its next-generation extrusion blow molding machine at the same time they celebrated their 80th year in business. This first-ever 6-head, 1-gallon blow molding machine fills a need in high-volume packing applications. It tackles tubs and larger bottles at significantly faster cycle times. How fast? It runs a six-cavity high-density polyethylene gallon in the mid six seconds range.

### Quality You Can Count On

On a handful of occasions, a customer for whatever reason asked Rocheleau to build a machine using a different brand of controls. Fortunately, in each case Kevin was able to talk them out of it. And the customers loved the machines and ordered more. The question of using different controls never came up again.



Mitsubishi Electric’s iQ-R Series PLCs ensure high productivity and consistent product quality.

### AUTOMATION SOLUTION INGREDIENTS

- iQ-R Series PLCs
- HMIs
- FR-D700 VFDs



Learn more about Rocheleau:  
[www.rocheleautool.com](http://www.rocheleautool.com)

### 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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### NEXT STEPS

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