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New era as Tewkesbury industrial control business enters global market

Tewkesbury-based designer of industrial automation controls, Trio Motion Technology, has expanded to enter the global machine and robot build market with the launch of its latest high tech devices.

Trio has developed its first servo drive & electric motors, the devices which connect a production machine or robot control system to its moving parts. The launch means that the company will now directly supply machine and robot manufacturers around the world with a complete automation control package.

Trio is a world leader in the design of motion coordinators, the computer used to control the precise movement of factory machines and robots. Up to now, the company has provided motion coordinators via a global network of distributors, as well as to global automation companies which have rebranded Trio's motion coordinators as part of their own automation control packages.

The development of Trio's DX4 servo drive & MX series electric motors, combined with its existing range of motion coordinators, now comprises Trio's complete automated control system. Trio will supply its control system to the global market, providing the ability to fully automate machines and robots in industries including electronic goods manufacture and pharmaceutical production.

The development means an expanded market for Trio which the company expects to create long-term growth. The company has already increased the size of its team based out of its Tewkesbury headquarters as well as its locations around the world as part of its new product development.

Founded in Tewkesbury in 1987, Trio's specialism as a designer of motion coordinators has grown thanks to the expertise of its engineers, most of whom are based out of Tewkesbury. Today, Trio has a sales network covering the global market, with over 90% export sales and significant presence in Europe, North America, India and China. Trio has over 75 employees located around the world with 50% based in Gloucestershire.

The launch heralds a new era of expansion for Trio as the company plans a research & development pipeline of additional machine automation components for release over the coming years.

"It's a significant step for Trio as the new product launch means that we now provide a complete automation package and are able to sell directly to machine and robot manufacturers around the world. This opens a huge market for us," says Roy Bamforth, Director and co-founder of Trio.

"It's also great news for Gloucestershire. It's been our home for over 30 years and it's where the core of our expertise is based. The launch means expanded investment for Trio in Tewkesbury which we plan to continue into the future."

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Images

Image file: Trio 1 – Trio Motion Technology



Suggested caption:

Trio's global head quarters in Tewkesbury, Gloucestershire.

Image file: Trio 2 – Roy Bamforth



Suggested caption:

Roy Bamforth, Trio's Director, says the launch heralds expansion at the Tewkesbury firm.

Editor's notes

1. For further questions or to arrange an interview with Trio Motion Technology, please contact Alex Byles, Buteo Communications, on 07877 369309 or alex.byles@buteocommunications.com
2. For additional information on Trio's products, please visit <http://www.triomotion.uk/public/home.php>

About Trio Motion Technology

Trio Motion Technology was founded in 1987 as a manufacturer of motion controllers. Today the range, branded *Motion Coordinators*, can control up to 128 axes of servo, stepper and piezo motors as well as hydraulic systems. Trio's expertise of motion programming is based within its Motion-iX technology. Launch of the new servo drive and motor package now develops Trio's offering into a motion solution in addition to providing motion controllers for automation vendors and system integrators.

The company headquarters is based in Tewkesbury, Gloucestershire, which also comprises its primary research and development hub. Additional R&D facilities are located in Italy, Bulgaria, and also China, where Trio's products are assembled. Application development teams are located in the UK, USA, Italy, India and China, and a global sales network comprises over 100 partners.

In 2017 Trio was acquired by the Estun Group, which is supporting Trio in its growth with assistance through shared facilities and R&D as well as financial backing. Trio has exceeded 15% growth year on year since the acquisition. In addition to the primary global markets, a significant proportion of Trio's business is in China where the company's motion control capability has enabled Estun to become a major player in the China automation market. Despite the presence of the Estun brand, motion control products in China carry Trio branding.

Launch of the DX4 is symbolic of the collaboration between Trio's engineers and the wider Estun Group. Lead by Trio's domain expertise in motion control, the launch has delivered a jointly developed servo system, specifically optimised for superior performance in motion applications.

About Estun Group

Estun started its activity in 1993 in Nanjing, China as a manufacturer of control systems for metal forming machinery. Today the company comprises six business groups focussing on automation and robotics, distributed around the world. Estun reported 2018 global sales figures at \$230 and has more than 40% growth rate in recent years.

Estun is one of China's tier one robot manufacturers and has a 100,000 m² robot manufacturing facility, as well as a servo drive and motor manufacturing plant. The company is operated with an Automation Business Group, focussed on machine performance, and a

Robotics Business Group, focussed on turn-key factory projects including robotics and automation.

Estun's acquisition strategy is one of collaboration over assimilation with many of its acquisitions being less than 100%. The spirit of collaboration also extends into key partnerships with suppliers and customers for mutual benefit.

Estun's business groups comprise:

- Estun (100% ownership), specialists in robotics, China headquarters;
- Trio Motion Technology (100% ownership), specialists in motion control technology, UK headquarters;
- Cloos (100% ownership), specialists in welding technology and welding robots, Germany headquarters;
- Euclid Labs (25% ownership), specialists in 3D vision technology for robot applications, Italy headquarters;
- MAI (52% ownership), specialists in production cells using robotics, Germany headquarters;
- Barrett Technology (52% ownership), specialists in special purpose robotic manipulators, USA headquarters.

For more information about Estun, please visit <https://www.estuneurope.eu/about-us/>