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Trio Motion Technology welcomes new President as co-founders step down

Trio Motion Technology, the motion-first machine solution provider, has appointed Tom Alexander as new company President. Concluding a transitional hand over period, Chris Backhouse, Trio's co-founder and previous Managing Director, has now stepped down from the role. Fellow Trio co-founder, Roy Bamforth, has also moved from his position of Sales Director to become a Non-Executive Director.

Tom Alexander has led Trio's global business development since joining the company in 2019. He will also continue his joint role of Chief Strategy Officer for Motion Control at Trio's parent company, Estun. Tom has over 30 years' experience in the automation industry and previously held the role of Vice President Technology as well as Vice President Business Development at Emerson business, Control Techniques.

The new appointment is the latest in a series of planned developments and growth at Trio following the company's acquisition in 2017 by Chinese robotics and automation brand, Estun Automation. Tom Alexander's remit is to expand machine solution sales to OEMs and to continue supporting the distribution network with Trio's Motion Coordinators.

Since the company was founded in Gloucestershire in 1987, Trio made its name manufacturing motion controllers and I/O systems primarily for the Chinese, Asian and North American markets. In 2020, Trio released a servo drive & motor package to provide a full machine solution to OEMs UK and worldwide in precision motion control applications.

"Chris Backhouse and Roy Bamforth have built an excellent company based on the industry's most capable motion control performance. This is a very strong foundation and the company has continued to achieve year-on-year growth since we began our partnership four years ago," says Kan Wu, CEO, Estun Automation.

"With Tom Alexander now leading the wealth of experience and expertise at Trio, we will expand on this success to deliver motion-focused machine solutions to OEMs around the world, as well as continuing the support of our valued distribution network," says Roy Bamforth.

"Trio is a recognised name, particularly in the China, Asia and North American markets, for developing high precision motion controllers, thanks to over 30 years of development by Chris and the team," says Tom Alexander.

"We've built on this expertise to now provide a complete package to OEMs who need a machine solution for applications with the highest demands in motion control."

Trio's motion-first machine solution is targeted at OEMs in industries including packaging, medical, metal, CNC, robotics and 3C electronics manufacture. Trio's motion controllers are also available through its distribution network.

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Images – [please visit this Dropbox link](#)

Image file: Trio 1 – Tom Alexander

Suggested caption: Tom Alexander, new President at Trio Motion Technology.

Image file: Trio 2 – Tom Alexander

Suggested caption: Tom Alexander leads Trio's delivery of motion-focused machine solutions for OEMs.

Editor's notes

1. For further questions or to arrange an interview, please contact Alex Byles, Buteo Communications, on 07877 369309 or alex.byles@buteocommunications.com

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. Trio provides a complete motion-first machine solution to OEMs, in addition to providing motion controllers through its distribution network.

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.

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, focused on machine performance, and a Robotics Business Group, based on turn-key factory projects including robotics and automation.

Buteo Communications

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 (50.1% ownership), specialists in production cells using robotics, Germany headquarters;
- Barrett Technology (35% ownership), specialists in special purpose robotic manipulators, USA headquarters.

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