

PRESS RELEASE

about the design in the conveyors

Proposal for headlines:

"Does Aesthetics play a role for of modern conveyor technology?"

"Is the design of your conveyor system made for the future?"

"Can a conveyor system be described as avant-garde?"

Good design simply sells better. - In today's world, the design of products plays an increasingly important and decisive role. Not only in cars or in cosmetics and all luxury items, but also in industrial goods such as machines - regardless of their function. - Nobody buys a machine that doesn't have a "modern" design and looks attractive from the outside. Today, that should also be true for conveyor systems.

"The good news is that design can do much more than provide sensory pleasure. Design creates emotional connections with customers, increases consumer confidence, and even influences the evaluation of individual performance functions."

(From GfK Marketing Intelligence Review 2/2015, Prof. Dr. Jan R. Landwehr and Prof. Dr. Andreas Herrmann).

Many modern forms have already become a matter of course. Just think of modern architecture or high-speed trains. Everything that is fast also looks streamlined.

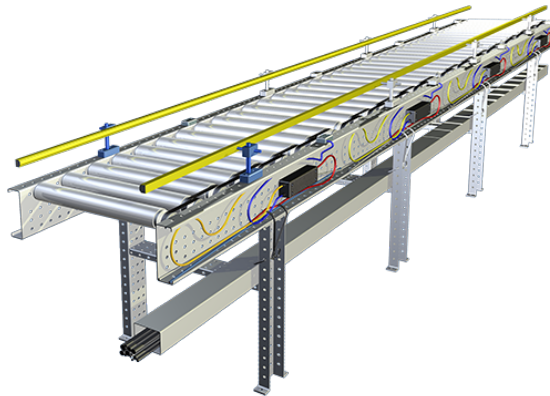
Only with an extraordinary design can companies stand out from the competition. Science and neuropsychology have shown that people (including engineers) react and decide more on emotional impulses - such as design - than on arguments. This also applies to all technical products - whether you want to admit it or not.

Product design evokes an emotional experience that gives every customer a certain charm as well as a feeling of well-being and satisfaction. In addition, good design with modern taste testifies to a progressive corporate spirit.

This has not yet been achieved in the materials handling industry. The few companies that do value design are an exception.

In the 1950s, conveyor systems looked like this. Today, they still look similar, except that in some cases they have been upgraded with controls and so-called "accumulating conveyors."

Guides were bolted to the top, perforated metal profile, drive system visible from the outside, finger protection for each roller against injury is necessary. The light barriers are simply placed on the perforated profiles, the control boxes are screwed under the U or C profile. Cables everywhere as "spaghetti". A cable duct is required under the conveyor. And perforated legs. Switches and crossings need additional pneumatic installations, pipe systems and compressors.



In contrast, a modern, truly avant-garde conveyor system that fits our times looks like the one from Avancon SA of Switzerland. It matches the modern design of machining centers and modern architecture.

The outer closed profile frame is made of fine anodized aluminum. It is robust and aesthetically pleasing with a satin effect. The photoelectric sensors are firmly snapped into a crystal clear, protected housing inside the profile frame. There are no open holes or slots. The drives and ball bearing housings are snapped absolutely securely into specially shaped ribs inside the closed profile.

All operating elements are also inserted into the closed profile frame.

- All without screws or tools!

The ASI fieldbus control with its special wiring is simple, flexible, easy to maintain and install, can be quickly replaced if necessary, and is installed in pre-formed ribs that fit directly under the control - without any screws at all.

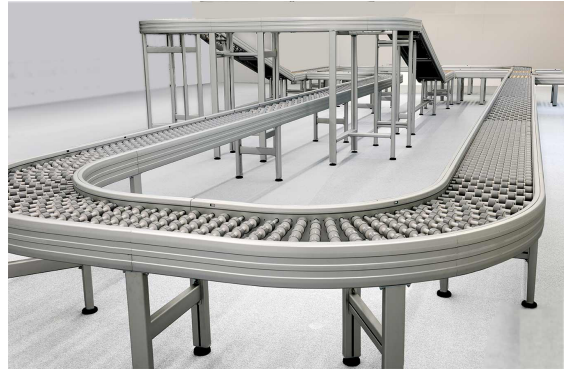
The individual pre-assembled conveyor sections can simply be "plugged in" on site and are both electrically and electronically connected. The feet are smooth, closed and aesthetically made of fine anodized aluminum, satin finish.



Nothing protrudes from the entire structure, not even a screw head.

This conveyor concept can be used to build large or small conveyor systems. Of course, there are matching curves, switches, branches, up and down conveyors. Belt conveyors including belt curve are also developed according to the same concept, so everything is built on the same profile platform, appearance and height.

The modern design of a completely new conveyor system has to be experienced for yourself. It focuses on self-feeling in its aesthetics and promotes emotional enthusiasm for a positive working atmosphere, from which every intralogistics center benefits in the long term. Therefore: Create more emotions in your distribution center!



The modern roller and belt conveyor system is produced by Avancon SA in Riazzino, Switzerland. The new system will be distributed worldwide exclusively through Avancon partners, the OEMs and system integrators.

*"Design is the fundamental soul of a man-made creation that ends up expressing itself in successive outer layers of the project, or service."
Said once Steve Jobs.*

...He talks about the "fundamental soul" instead of quality and "man-made creation" instead of products.

For the Editor:

- Printable photos in 300 dpi as well as photos for the internet as .jpg files you may download from our website under <https://www.avancon.com/press.html> --> PR 16
- We will report more about the new developments, applications and details of our modern conveyor system from time to time.
- For further questions, please contact:
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- More details and photos you can also find on our website:
<http://www.avancon.com>
- Without titles, footnotes and abstract this report has 717 words and 4602 characters (including spaces).