
PRESS RELEASE: MAKE IT IN THE USA AGAIN! – ROBOJOB USA INITIATED TOGETHER WITH FUSION OEM

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The great Atlantic crossing. It's one way to call the next big milestone of RoboJob. After establishing itself as market leader in Europe with more than 1.000 installations, RoboJob makes its move towards the United States, where it has initiated a new partnership with Fusion OEM. Like RoboJob, Fusion OEM is an award-winning, CNC systems integrator for robots, focused on automating machine tending solutions for CNC turning and milling machines to increase productivity.

What started off as a visionary side project by Helmut De Roovere and his former college friend, Luc De Ceuster in 2007, has turned into a true success story in recent years. Up until 2010, Helmut De Roovere ran a job shop for turning and milling work in Belgium, when he realized things had to change drastically in order for his company to survive in a global economy. His job shop had seen order volumes decline and youngsters turn away from the CNC operator jobs. Rather than hoping for better times to come, Helmut – a mechanical engineer and entrepreneur – went back to his roots and partnered with his friend Luc De Ceuster to start developing a prototype of a flexible, compact, intelligent and fully standardized robotic automation in the garage of his parents' home. After launching its prototype in 2010, the company quickly sold its first robots.

10 years later, RoboJob employs 60 people, has developed the most comprehensive product portfolio for automation small and medium sized batches and has installed over 1.000 robots all over the world. In 2020, it opened its newly built Technology Center in Lehrensteinsfeld, right in the heart of the German Manufacturing Industry. *"The focus has always been Europe,"* explains CEO Helmut De Roovere. *"Nevertheless, we have installed our robots in over 30 countries in Europe, Asia, Australia and the US. In recent years, we have seen a big increase in requests from American companies. This led us to investigate possibilities of approaching the US market as well. And that is how we got in touch with Fusion OEM."*

Fusion OEM's story is quite similar. Like Helmut De Roovere, founder and CEO Craig Zoberis has also been running a job shop for turning and milling work for many years. He also recognized the benefits of CNC Automation and started developing his own tending solutions for CNC turning and milling machines in order to increase productivity. *"We have so much in common,"* states Craig Zoberis, *"it's unbelievable. This seems a match made in heaven. We have been looking for a suitable partner to*

further grow the US market in CNC Automation, and actually came across a few RoboJob installations already. We were very much impressed by the technology, and now our paths have crossed again.”

Fusion OEM and RoboJob are now starting a partnership to jointly offer the RoboJob Turn- and Mill-Assist Series in the United States. More information can be found on www.robojob-usa.com.

About RoboJob

RoboJob has been building accessible and user-friendly solutions for the automation of CNC-controlled turning and milling machines since 2007. These robot applications can significantly increase the output, flexibility and efficiency of machinery. RoboJob was founded by Helmut De Roovere and Luc De Ceuster in 2007 and the company has since grown into an international market leader. RoboJob has already installed more than 1.000 robots at home and abroad, and in early 2020 the company opened a Technology Centre in Lehensteinsfeld, Germany. Today CNC automation is more relevant than ever. RoboJob has the most extensive portfolio in CNC automation available to its customers, and by far the most experience in its installation and service.



About Fusion OEM

Fusion's story begins as a contract manufacturer of lite-duty industrial equipment for OEMs almost 20 years ago, then fast forward to 2017 where they were named one of Forbes Magazine's Top 25 Small American Companies. Today Fusion manufactures more than 100 different products – from simple assemblies of machined parts to complex electro-mechanical industrial machinery. But when Fusion employees found a new manufacturing innovation on social media, Fusion's service offerings did not stop there. Fusion's head machinist along with some other employees saw online how robotics were doing work in machine shops and presented the idea of robots being installed in their facility. The staff was tired of doing the repetitive and dull tasks on the machine shop floor and were huge champions of investing in robotics. After convincing ownership, Fusion began to realize all the potential. Fusion deployed five robotic machine tending systems in their machine shop within less than a year. These additions also allowed Fusion employees to take on more cerebral tasks such as job set-up, programming, and quality inspection. In 2018, Fusion believed so strongly in their results that they decided to branch out even further and become a systems integrator for automating CNC mills and lathes.

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