

POSITAL

FRABA

UBIFAST FOR VARIOUS OEM, SYSTEM INTEGRATOR, END USER



Machine Category & Industry

Various
Small OEM: Paper Cutting, Inkjet Printers, Packing Machines,
SI: Robotic, Conveyor, Vision
End Users : Steel mills, Food & Beverage

Country: Thailand

Product Series:

UBIFAST + Programmable incremental encoder

Competing Technical Solution:

Non-programmable incremental encoders

Author: CDS

Benefits of UBIFAST Solution

- Fast Delivery of spare's for their end users
- Develop new solutions for machines
- Good price of a high quality product

Business Plan for Partners for UBIFAST

- UBIFAST at OEM place forces customer to always use and buy POSITAL encoder.
- Give UBIFAST at COST price to customers to convert them from competitor to POSITAL
- Registration of serial numbers of encoders sold to OEM, if end user of this OEM contact PE they forward to OEM, building trust.
- Stock encoders for resellers, while UBIFAST is at reseller.



PE AUTOMATION

Confidential! For internal use and training of authorized sales partners of POSITAL only.
Information may not be disclosed to third parties!

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