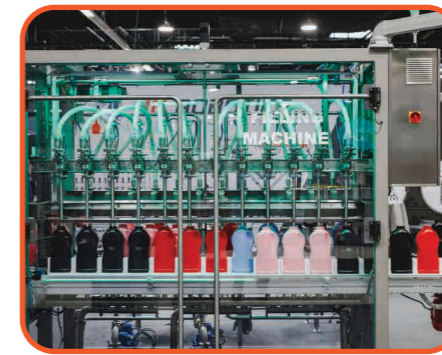




# HG ROBOTICS: PACKAGING MACHINES AND LINES TAILORED TO INDIVIDUAL NEEDS

HG Robotics from Sobiechów near Warsaw is Poland's leading manufacturer of packaging machines. The company's specialty is the production of dosing, labelling, and capping machines, robotic systems for the automation of production processes and the installation of vision systems in customer lines. Dariusz Balcerzyk talks with Agnieszka Dąbrowska, the HG Robotics' Export Director.



## The history of HG Robotics is relatively short but very spectacular. What are the company's main areas of activity?

HG Robotics has been active on the market for almost 13 years. Since the very beginning our core specialty is the production of universal dosing, labelling and capping machines as well as robotic systems for the automation of production processes. We provide our partners with both single packaging machines (dispensers, capping machines) and complete packaging lines equipped with specialized vision systems. Our machines can be fit out with robotic sorters for feeding packages or caps to the production line. We supply devices to manufacturers from various kind of businesses, such as the cosmetic, chemical, pharmaceutical and food industries.

Currently the company employs 50 people, of whom 25 per cent are engineers: constructors and automation specialists.

## Looking back on past 13 years, what would you consider standing behind the HG Robotics market success?

We build our success on four pillars: customer relations, device quality, dedicated solutions, modular production. First of all, we listen to what our clients say. It is the customer who knows best what he or she expects from the device, what needs are to be met by this investment. An initial interview with the client is fundamental for creating the proper specification of the device. When the machine layout is created, we continue to consult the client, explaining any doubts that arise in the process of creating the machine.

We have been cooperating for years with local, proven suppliers, as well as with distributors of the world's best suppliers of electronic solutions, such as Mitsubishi, Bosh, ABB, Kuka, Siemens or Endress+Hauser, Festo, SICK, COGNEX. We have built a network of trustworthy cooperators and thanks to that we can count on competitive terms of deliveries, short lead times and high quality.

Our success is measured by returning customers. The purchase of packaging machines is not a small investment, and yet our professionalism and quality of our devices make customers coming back to HG Robotics. We also get clients from recommendations - it's our great satisfaction.

## Do you focus on an individual approach to the needs of each client or are there specific implementation options available to choose from?

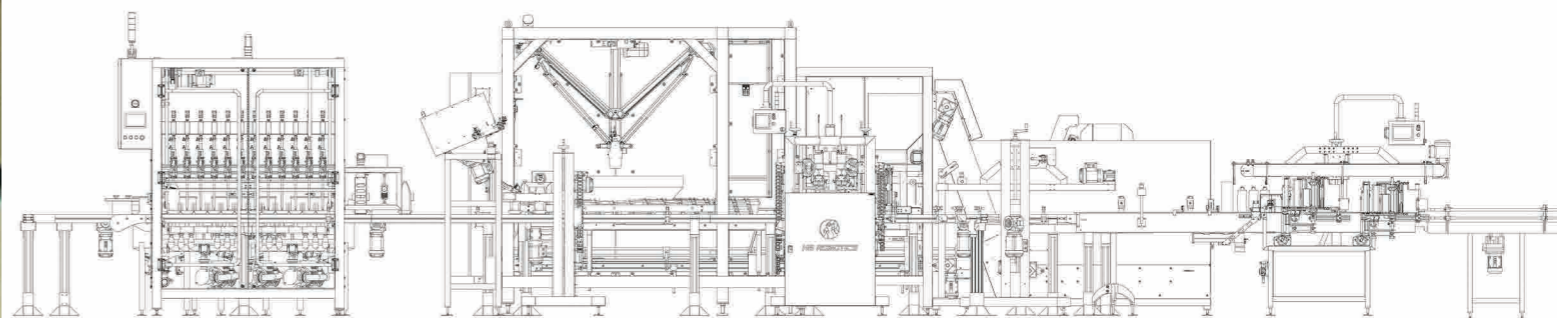
Definitely an individual approach is our competitive advantage. We offer specific solutions, but each time they are tailored to the needs and capabilities of the individual client. Consultations with the customer are ongoing until the machine layout is created and approved by the investor.

The size of the machine is adjusted to the space available to the customer. The equipment of the device is determined by the packaging that the client uses now or is supposed to use in the future. We share our knowledge on the market, suggest what solutions can help optimize the customer's production process. Customers greatly appreciate such cooperation.

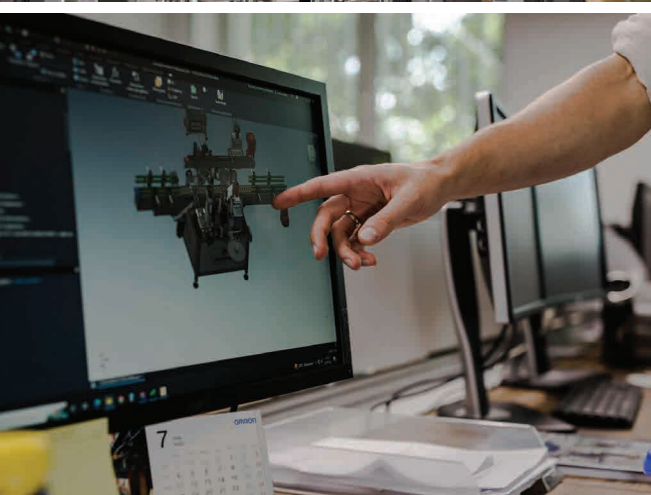
Moreover, the HG Robotics machines are designed in such a way that new modules would be easily added in the future without disassembling the entire device. Due to problems on the labour market, we often encounter the need to add a sorter that will feed packaging to the production line or cartoners, or palletizing stations.

## What is the current position of HG ROBOTICS on the domestic and European markets?

We are proud that our machines are located in every corner of Poland. We win tenders; we are invited to the industry events, where Mr. Hubert Grodowski, the owner of HG Robotics, is a speaker as a spe- ▷







cialist in the field of packaging equipment. We definitely have a strong position on the domestic market. This gives us confidence that we can also be competitive in Europe and now we boldly enter the foreign markets. All the more so that Polish market is not so different from the European one. The fact that we also supply devices to such a demanding industry as pharmacy, means that we have no complexes.

**What is the share of exports in the company's total sales? What are its main export markets?**

At the moment the share of our foreign sales is still small, about five per cent of the total. Our customers come mainly from the Baltic republics, Spain and Sweden. We are actively looking for business partners in Germany, France, Great Britain and Scandinavia.

In May 2023, we took part in the INTERPACK international packaging fair in Dusseldorf. There, we gained new contacts and opportunities to start cooperation not only in Europe, but also around the world.

Observing competitive solutions at the fair, we know that we have nothing to be ashamed of. Both the concepts of our machines and the quality of the components used, and the quality of workmanship are as good as solutions from Italy, Germany or other European suppliers.

**What investments have been made recently to increase the production capacity of HG Robotics and its competitiveness?**

The company owns the production hall and offices in Sobiekursk, a small town 30 km from Warsaw. In May this year, we launched an additional production hall, thanks to which we can carry out more orders in a shorter time. Ultimately, we would like to invest in the construction of the second plant with appropriate storage facilities.

Last year we employed 10 new people in various departments. We work with interns - students or graduates of technical universities. We expand the machine park to become independent from suppliers of components and services.

Noteworthy is that our R&D department extends our offer with innovative solutions, such as the instrumentation for automatic stacking of cardboard packages (cartoner) and the possibility of palletizing finished products on pallets of various types. Our replaceable dosing system enjoys considerable success. It allows to change the line to another dosing medium within 10 minutes. Recently, our offer has included an application for data collection, using PLC controllers that, via communication interfaces or I/O

modules, connect to machines at the customer's plant and read the process status, measure the effectiveness of machines based on the OEE index and archive data and create reports.

**What are the plans for the company's development in the future?**

The construction of a second plant will be the most important investment. We need more space for machines and components, and more people to build and service machines. At the same time, we build our strategy to enter European markets. We are looking for partners for cooperation in particular areas of Europe; we also undertake promotional activities on the international markets. Social media, like LinkedIn <https://www.linkedin.com/company/75499721/admin/feed/posts/> and FB <https://www.facebook.com/HGROBOTICSPL>, play an important role in building HG Robotics' brand awareness. We also work on online advertising to reach our potential customers in the country and abroad. □

For more information, visit: <https://hgrobotics.pl>

