



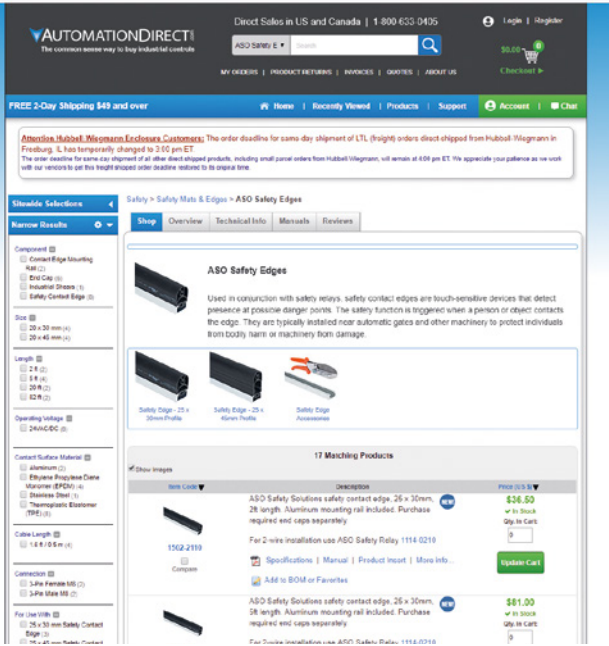
Safety Online with AutomationDirect and ASO

AutomationDirect is a quickly growing company with a well-recognized name in the Industrial Automation Market. They were the first industrial controls company to successfully use a direct sales catalogue for PLC products and are now setting the standard in industrial control sales online. AutomationDirect has been selling safety components via their online channels for years now. This concept was new to ASO, as ASO had always sold safety products only after applications had been discussed in-depth to find the perfect and safest solutions; however, AutomationDirect has proven that online sales of safety products are in fact very possible, when the right customer base is reached.

AutomationDirect started selling safety products successfully in 2010. Since then, they have constantly increased their offering by adding new products. Safety mats and edges were on their radar for a while, but they hadn't found the right combination of product and supplier that aligned with their vision. After an employee of AutomationDirect's engineering team spoke highly of ASO products, having used them for years in the field, AutomationDirect reached out to ASO to learn more about the company and products in 2015. Their team liked the products and quickly realized ASO would be a great fit and both companies could benefit from a partnership moving forward. It took two meetings at ASO's US headquarters in Rockaway, NJ and a trip to Germany to meet with ASO President and CEO Helmut Friedrich as

well as the R&D department to come to an agreement to collaborate.

After finalizing contracts, choosing suitable products, designing adequate packaging and revising manuals to add disclaimers for end customers ensuring the safety of their applications and installations, AutomationDirect was getting ready to market ASO's products online. They developed content for their website, product images and instructional videos to demonstrate the proper use of ASO's safety products. In November 2017, a final inspection and approval took place at ASO's US offices, and in December 2017, ASO's safety products were launched on AutomationDirect.com.



A Specially Selected Portfolio

The ASO portfolio on AutomationDirect.com consists of different size SENTIR-safety mats, with either molded ramp rail or corresponding aluminum trim kits. They also added bulk material for ASO’s SENTIR edges intended for self-assembly, plus cables, aluminum profiles, and pre-assembled SENTIR edge kits that include accessories (cables and aluminum profiles). To round up their offering of ASO products, AutomationDirect decided to also sell ASO’s safety relay ELMON rail 41-822, specifically developed for the US market, as well as other accessories.

Successful Launch

After the launch, the sales of ASO safety products rapidly increased and have been consistently growing ever since. The collaboration between AutomationDirect’s team consisting of Andrew Waugh and Larry Reynolds and ASO continues to be fruitful and positive. “Since the start of our collaboration, working with ASO Safety Solutions has been extremely easy and rewarding. We don’t have much feedback from our customers, however this is considered great news as a majority of feedback is provided when an issue is at hand,” says Andrew Waugh, Product Manager for Sensor and Safety Components at AutomationDirect.

Résumé and Outlook

Both companies are very satisfied with the positive development and are looking forward to a continued fruitful business relationship. Due to all the success rates, there will likely be more ASO products to be added to AutomationDirect’s portfolio in the near future.

Company:
AutomationDirect

Location:
Cumming, Georgia, US

Industry:
Direct sales of PLC products

Products and services:
Online shop and catalog for Safety Products, Programmable Controllers, Universal Field I/O, Software, Operator Interfaces, Drives, Motors and Motor Controls, Motion Control Products, Power Transmissions, Pneumatics, Process, Relays and Timers, Sensors, Pushbuttons, Switches and Lights, Terminal Blocks and Wiring, Communication, Power Products, Enclosures, Circuit Protection, Tools and Test Equipment

URL:
www.automationdirect.com

Task and objective for ASO and AutomationDirect:
Selecting suitable products from ASO’s product portfolio for direct online sale, designing adequate packaging and manuals

Solution:
SENTIR mat safety mats, SENTIR edge safety edges, ELMON rail safety relays

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