

INSIDE THIS ISSUE:

SMC News

Local Staff Feature

2006 – 2007 Master of Braas Company Automation Seminar Series

New 6-Axis Robot Cell in Milwaukee Location

LOCATIONS

Eden Prairie MN
952.937.8902
1.800.288.6628

North & South Dakota
1.800.309.5393

Iowa & Nebraska
1.800.238.8857

Milwaukee WI
1.800.242.8313

Madison WI
1.800.242.8313

Fox River Valley WI
1.800.242.8313

Oldsmar FL
1.800.282.8124

Elgin IL
1.877.942.7227

WISCONSIN

SMC NEWS

Have you looked at the extensive catalogs of SMC, covering thousands of parts? SMC employs over 2000 engineers and as a company releases 1-2 new products every week. Who could possibly keep up with the all of the new products and find the right component for an application? This is one of the primary reasons that Braas Company was added by SMC Corporation as a Technology distributor in the state of Wisconsin. By assembling the Braas team of people, with extensive pneumatic and SMC specific background knowledge, and backing this up with over \$4.5m in inventory with next day availability, we are the team that can meet that challenge. Give us a call and our sales and/or application engineers are ready to assist you on your pneumatic needs. We look forward to serving the Wisconsin market with SMC's vast product offering. To order literature from Braas Company, visit us at www.braasco.com/contact_index.html and select "Literature Request."



LOCAL STAFF FEATURE

We are pleased to introduce Jeff Plitzner, who is our Business Unit Manager for the state of Wisconsin. You may have spoken to him or received a visit from Jeff, but there are some things you may not know about him. Jeff has over 7 years of Yaskawa Motion Control experience and over 15 years experience in the Wisconsin motion control and power transmission market. Previous positions held by Jeff at two Braas Company suppliers include: Application Engineering, Product Marketing, and Account Management. Jeff lives in the Madison area and enjoys camping and golfing. Jeff invites you, existing and potential, to contact him regarding what Braas Company can do as a premier partner to your organization.

Jeff can be reached at 608-834-6038, give him a call.



2006 – 2007 MASTER OF BRAAS COMPANY AUTOMATION SEMINAR SERIES

The mission of Braas Company is to provide world-class automation solutions through unparalleled knowledge, services or products worldwide to clients who value exceptional productivity, quality and safety. Our employee-owner's commitment and ability to recommend and deliver optimal solutions earns client confidence. To share our knowledge and expertise as well as jumpstart your confidence in Braas Company as an automation partner, we have sponsored various open attendance seminar events throughout the years in Wisconsin. In the fall of 2006, we will begin a year long seminar effort to educate our client base about the usage of supplier products and services to increase US productivity and profitability. A seminar will be held local to you once a quarter and feature a common theme to make attendance at this event crucial. We hope your respective organization will take advantage of this invaluable service Braas Company provides. Contact your Braas Company salesperson for details or bookmark our website www.braasco.com.

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NEW 6-AXIS ROBOT CELL IN MILWAUKEE LOCATION

Have you ever promised a “solution” to your automation problems . . . only to be disappointed and left with a bunch of automation components that didn't work together properly? It happens more than you may think. At Braas Company we take a different approach. We create an environment designed to give our customers confidence when choosing automation technology. We invite prospective 6-axis robot users to visit our Milwaukee location to experience and learn about leading edge automation technology before they buy. This cell is being developed to do pre-sale proof-of-concept, time trials, program development, machine simulation and ROI calculations. If you are considering adopting a flexible articulated robot approach to your application, please be sure to hear what the Braas Company Wisconsin location has to offer your company.



What does the term SCADA stand for? If you know and are the first e-mail into the Wisconsin location, a nice Braas emblazoned item could be yours. Please e-mail your responses to: jeff.plitzner@braasco.com