



CC-Link highlights vertical industry solutions with key European partners

Innovative communication has taken on a second meaning at the CC-Link Partner Association (CLPA). As well as developing the non-stop open network CC-Link, the CLPA is now undertaking a joint campaign with three well known European partners to highlight CC-Link solutions for key industries.

The campaign features three full page advertisements which focus on the solutions of three of Europe's leading device makers for the industries concerned and how these work with CC-Link. Firstly, leading sensor maker Balluff's RFID systems are featured, showing how they offer traceability solutions for the food and beverage sector. This is joined by the ad which explains how ID system leader Datalogic has improved automated packaging for consumer packaged goods with automated scanners. Finally the unique hygienic load cells for aseptic filling and weighing applications by HBM are the feature of the final ad.

"All of these solutions have CC-Link at their heart," explains John Browett, General Manager of CLPA Europe. "CC-Link is a high performance open industrial automation network technology that allows devices from numerous manufacturers to communicate as part of the same network."

Browett explains that the programme has multiple objectives. "Firstly, of course one of the main aims of the CLPA is to promote the solutions of its partners. But there are some additional aims. Secondly, we want to show the European market that CC-Link has solutions for its key industries. Thirdly, we want to show the breadth of the CC-Link solution. Currently over 250 companies offer CC-Link devices and we are constantly working with leading companies across Europe to increase this number."

The campaign will run in well known industry publications across Europe through to Spring 2013. True to the CLPA's aim to target local markets, the advertisements will run in English, German and Italian versions. The SPS/IPC/Drives 2012 fair will also see the CLPA's booth feature the campaign, thereby creating additional exposure for the partners involved.

"Although CC-Link began in Asia, this campaign is further evidence of our very serious intention to continue building our presence in the European market. It represents a significant investment on our behalf into promoting the solutions of our partners, which is justified by the increasing demand from the European market," says Browett. "The CLPA is committed to further development of its partner base in here, and we hope to feature the solutions of additional partners in future."

About the CLPA

The CC-Link Partner Association (CLPA) is an international organisation with over 1,700 member companies worldwide. The partners' common objective is promotion and technical development of the family of CC-Link open network technologies. Over 1,200 certified products are now available from over 250 manufacturers. CC-Link is the leading open industrial automation network technology in Asia and is becoming increasingly popular in Europe and the Americas. The European headquarters is in Germany, with offices throughout the continent. The key details for CLPA's Gateway to China (G2C) can be found at the URL www.cc-link-g2c.com.

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