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“Our engineers have a direct pipeline to Rockwell’s most sophisticated technologies.”

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These days, the scientists who created America’s defense and space technologies are turning their attention to mankind’s other needs. And Allen-Bradley and Sprecher+Schuh are at their side.

For years, A-B engineers have been working with our colleagues at Rockwell to develop commercial applications for a vast array of scientific developments. And now that Sprecher+Schuh is a part of Rockwell’s Automation business, Sprecher+Schuh engineers will be joining in this effort.

It’s a natural fit. After all, Rockwell is one of the world’s great technology engines. And, as its industrial automation arm, Allen-Bradley and Sprecher+Schuh serve customers across a broad spectrum of industries. From mining and metals, to water and wastewater. From pharmaceuticals and food processing, to material handling and petrochemicals. From transportation and forest products, to plastics and packaged goods.

As members of Rockwell’s research team, our engineers and product development people have a direct pipeline to the world’s most sophisticated technologies — technologies that can be put to new uses, helping you grow more productive. No other automation supplier can offer you that.

Together, Rockwell, Allen-Bradley and Sprecher+Schuh are exploring intelligent manufacturing systems for the 21st century enterprise, including such technologies as object-oriented systems, adaptive control, artificial neural networks and fuzzy logic. And our work doesn’t stay in the laboratory, as the following pages will demonstrate.

Our goal? To develop automation technology that lets you concentrate on the value-added aspects of your business, while minimizing integration issues that can drain your engineering resources.

Sharing ideas with opinion leaders like you is the reason behind this complimentary series. We encourage you to share it with the automation control decision-makers in your organization. We also invite your feedback. If there is anything I can do to make this organization more responsive to you, write to me at 1201 South Second Street, Milwaukee, Wisconsin 53204 U.S.A.

PRESIDENT

**Rockwell** Automation

**Allen-Bradley · Sprecher+Schuh**