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Cheltenham, 28th July 2020: The company formerly known as ALS Controls today announces it has changed its name to ALS Mechatronic to better reflect its full capabilities as it is set to expand into new industry sectors and commit to greater expansion in the USA, opening offices in Texas.

The word 'Mechatronic' is an emerging industry term, essentially meaning: mechanical ('meca-') and electronics ('-tronics') hence why it was chosen for the new name.

ALS Mechatronic at the same time has entered a new unique partnership, with renowned South African mechatronics innovation and development company Directech. Directech have been responsible for ground-breaking projects across the African continent for some of the world's major automotive manufacturers, as well as delivering instrumental projects in intralogistics, rail and mining sectors.

This combined force means ALS Mechatronic can offer its customers a greater breath of advanced automaton capabilities, thanks to Directech's extensive experience in robotics and AGVs (Automated Guided Vehicles), and its sheer scale of operations. This partnership has already enabled ALS Mechatronic to take on bigger projects, be even more innovative but still maintain sensible pricing. The two companies share the same core values and principles.

Andrew Steward, Managing Director at **ALS Mechatronic** said: *"We've done a lot more than 'control' systems for a good few years now. We're known in the industry as 'ALS' so we didn't want to lose that part of the name but given all that we do, coupled with our exciting partnership with Directech, the time is right to rebrand. The evolved name simply better reflects how we have evolved as a business. We're still delivering the same great solutions that address our customers challenges, still delivering the same great service and of course, we're still the same great team."*

Businesses across the world are being hit hard by the Covid-19 pandemic and the pressure is on manufacturing industries to deliver more, faster, even diversify. But, manufacturers also face labour shortages despite the inevitable recession, as Eastern Europeans return home due to Brexit and as our workforce ages. Existing and new manufacturers will need to think about automation as a means to filling the labour gaps, ensuring efficiency, productivity and to meet higher demand - that's where ALS Mechatronic can help.

"Perhaps we'll see lesser reliance on China for manufacturing as we begin to emerge from the recent Covid-19 crisis and an increase in local manufacturing here in the UK and other countries, like the US.

"Our team are now all back from furlough and we're hiring too. We're busy safely delivering our UK customers' projects and securing more business but of course, there are challenges – North America hasn't opened its doors yet but when it's safe to do so, we'll be on one of the first flights out there to support our existing customers and to close some exciting new deals we have in the pipeline," concluded **Andrew**.

END

About ALS Mechatronic

Who are we? We are the power behind automation.

Media:

Related Sectors:

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ALS Mechatronic Ltd is on a mission is to be the trusted supplier of bespoke factory automation systems, control systems, state-of-the-art robotics and vision inspection equipment that advances the processes and capabilities of our worldwide customer base and increases their efficiency, quality and bottom line.

The company is headquartered in North Gloucestershire in the UK and has recently set up offices in Texas in the USA. We operate across a variety of industry sectors including: automotive, food and beverage, plastic container handling, dairy, air filtration, waste to energy, gasification, anaerobic digestion, material handling and packaged products.

ALS Mechatronic specialise in small control system projects through to ground-breaking innovations and complete turnkey automation, often delivering solutions when others say they can't.

For more information visit: www.alsmechatronic.com

About Directech

Directech (Pty) Ltd is a mechatronics innovation and development company that specialises in bespoke industrial turnkey solutions, comprising of robotics, machine building, automated guided vehicles, packaging solutions, telemetry smart factory & city systems, aluminium kits building solutions, automated torque tools, and spray painting solutions. Directech has been in operation for the past 26 years.

For more information visit: https://www.directech.co.za/

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