

Focus on Safety at **WA SAFETY SHOW 2008**

Rockwell Automation® will showcase the full breadth of its machine safety capabilities at the inaugural *WA Safety Show 2008*, to be held at the Perth Convention Exhibition Centre from August 12 to 14.

Taking centre-stage at the exhibition will be the Allen-Bradley® GuardLogix™ safety controller family, plus the Allen-Bradley Guardmaster® family of machine safety products. This includes safety interlock switches, ProSafe® trapped key interlock systems, emergency stop and cable-

pull switches, safety light curtains and laser scanners, plus safety relays and contactors, safety mats and edge systems.

To learn more of Rockwell Automation's extensive suite of machine safety solutions, visit stand D26 to at the *WA Safety Show 2008*. For more information visit <http://www.wasafetyshow.com> AT

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'Do More, Go Faster, Learn How'

Join Rockwell Automation® in Melbourne from August 26 to 29 for the annual RSTechED. A four-day long educational event, RSTechED 2008 provides the opportunity for end-users, system integrators, OEMs and

distributors to learn more about how to effectively manage and optimise their plant-floor applications using Rockwell Automation's latest software.

This year, RSTechED 2008 will be held at the Rydges Melbourne hotel. Over

20 different technical presentations and 18 hands-on lab sessions will be on offer to attendees, each led by a technical expert. RSTechED 2008 incorporates an interactive classroom-style format, and provides an excellent forum for networking and sharing ideas.

While the FactoryTalk® integrated production and performance software suite will be the main focus of many sessions, there will be opportunity to learn about Rockwell Automation's Incuity Enterprise Manufacturing Intelligence (EMI) software and how it can coexist with existing control system and business applications.

Program details and registration information, along with accommodation options, are available at www.RSTechED.com AT



An Essential Catalog

The 2008 Allen-Bradley® *Essential Components* catalog is out now. This 580-page, A5-format, full-colour guide is a comprehensive compendium of data, product features and benefits, images, and pricing for a wide selection of the most popular Allen-Bradley components.

The *Essential Components* catalog is divided into six different product categories: **Power**, encompassing circuit breakers, switches, contactors, and motor control

components; **Logic**, encompassing relays and small controllers; **Operator interface**, encompassing push buttons, signalling devices and message displays; **Connectivity**, encompassing terminal blocks and I/O; **Safety**, encompassing presence-sensing devices, various different safety switches and



contactors; and **Sensors & switches**, encompassing photoelectric sensors, limit switches and encoders.

Each section sports a distinctive colour-coded tab for quick and intuitive navigation. Alternatively, the global index makes it simple to quickly pinpoint

anything from the Allen-Bradley *Essential Components* range. AT

Rockwell Solution for the Royal Australian Mint

Rockwell Automation® and Australis Engineering have kicked-off plans to implement productivity improvements at the Royal Australian Mint (RAM). The upgrade will focus on the production and materials handling systems of the Canberra facility and tourist attraction, which is capable of producing two million circulating coins per day.

“The Australis and Rockwell Automation team was selected because of its ability to meet all of the specific requirements of the Mint,” said Michael Loke, Rockwell Automation solutions consultant. “These included upgrading production capabilities, improving efficiency in the materials handling system, and implementing sustainability initiatives.”



The Royal Australian Mint's upgraded systems will be founded on Rockwell Automation's Integrated Architecture platform. The Logix control platform, coupled with the FactoryTalk® integrated production and performance software suite, will together provide complete control and information integration of the RAM's automation, SCADA and manufacturing execution system (MES).

“The Rockwell Automation Integrated Architecture platform provides the key interface between all systems – such as the coin presses and handling systems,” said Loke. “This will provide real-time data views, and deliver the stringent tracking and reconciliation required as the coin blanks move throughout the operation.”

The project will be completed in March 2009, with the first batch of legal tender from the new facility heading to Australian wallets shortly after. **AT**

A DAY IN THE LIFE . . .

. . . of a *Customer Care Consultant*



Customer Care consultant, Joy Seuling, coordinates service engineers across the country to meet the needs of Rockwell Automation's customers.

Strong long-lasting customer relationships are vital to business success. It takes special individuals with real commitment to ensure customer satisfaction. As a Rockwell Automation® Customer Care consultant, Joy Seuling has the power to mobilise the engineering support network of the organisation. With 28 years' experience in the industry, Seuling has proven remarkably adept at assembling solutions for a range of customers, by assigning the right technical people and arranging their logistics support, in order to get the job done.

On any given day, Seuling has to balance the priority of customer needs – across Australia, New Zealand and even Asia Pacific – with the availability and commitments of Rockwell Automation service engineers spread throughout the country. “As a Customer Care consultant, I coordinate 14 service engineers, covering the capitals, remote areas and overseas locations,” said Seuling. The service engineers assist a large number of Rockwell Automation users across a wide variety of industries.

In addition to a comprehensive knowledge of Rockwell Automation's solution-set, Seuling's role as a Customer Care consultant requires an in-depth understanding of multiple engineering disciplines, as well as the intricacies of a range of field service engineering roles. “I have to be extremely familiar with the skill base and specialities of our service engineers,” she said. “Some are drive experts and others are more skilled in software. It is essential that the most suitable engineer or technician is sent to the customer's site, on time, and with the right spares if necessary.”

Tight timelines come with the territory, and Seuling can arrive in the office with plans to spend a morning dealing with paperwork, only to drop it all minutes later to respond to a customer with an urgent request. A recent case in point was where Seuling had to despatch a field service engineer to the Philippines on a weekend to meet an arriving ship in need of urgent attention. This unscheduled repair had to be completed before the vessel sailed three days later.

Needless to say, Seuling's role can be highly intensive and she doesn't get too many quiet periods over an average day. “Our number-one priority is getting the customer's equipment back on line in the shortest possible time,” said Seuling. “Developing and deploying customised solutions is extremely satisfying.” **AT**