

CUSTOMER SUCCESS STORY

Stronger together: How combining technology and industry expertise is delivering pain point busting automation solutions

Brillopak

Tonbridge,
United Kingdom



Increased
Efficiency



Enhanced
Flexibility



Seamless
Integration



[Click here for more information on Brillopak](#)

Key Benefits

1

Optimized Productivity – High-speed automation reduces manual labour and increases throughput.

2

Adaptable to market demands – Handles multiple SKUs and packaging formats, meeting diverse supermarket requirements.

3

Advanced quality control – Integrated vision system ensures precise placement and verifies packaging accuracy.

4

Remote and flexible operation – Enables remote recipe changes and real-time issue detection.

5

Strong industry collaboration – Access to OMRON's technology, expertise, and market reach supports ongoing innovation.

At a glance

Brillopak's UniPAKer P160, developed in collaboration with OMRON, is a fully automated pick-and-place machine designed to meet the high standards of the food manufacturing industry.

By leveraging OMRON's robotics and vision technology, the P160 efficiently picks and packs multiple SKUs into IFCO trays and cardboard boxes. The system's flexibility allows for easy recipe changes, remote access, and integration with quality control measures like OCR-based date code verification.

As part of the OMRON Solutions Partner programme, Brillopak gains access to cutting-edge technology, sales support, and a broader European market, driving innovation in packaging automation.



It's just one example of how the OMRON Solutions Partner programme is helping the manufacturing industry adopt process-changing technologies that meet their needs, and giving leading engineering companies access to wider markets.

Stronger together: How combining technology and industry expertise is delivering pain point busting-automation solutions

That's why Brillopak used OMRON technology to design the UniPAKer P160, a fully automated pick and pack machine. It can pick multiple products from different stock keeping units (SKU) and different packaging environments, and pack them into IFCO trays and cardboard boxes.

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Read on to find out more about the programme and how the P160 is helping food manufacturers to pick and pack to their customers' exacting requirements.



What are OMRON Solutions Partners?

Solution Partners are a group of engineering companies that collaborate with OMRON, utilising our technologies to design automation and robotics solutions that meet the needs of customers in their industry.

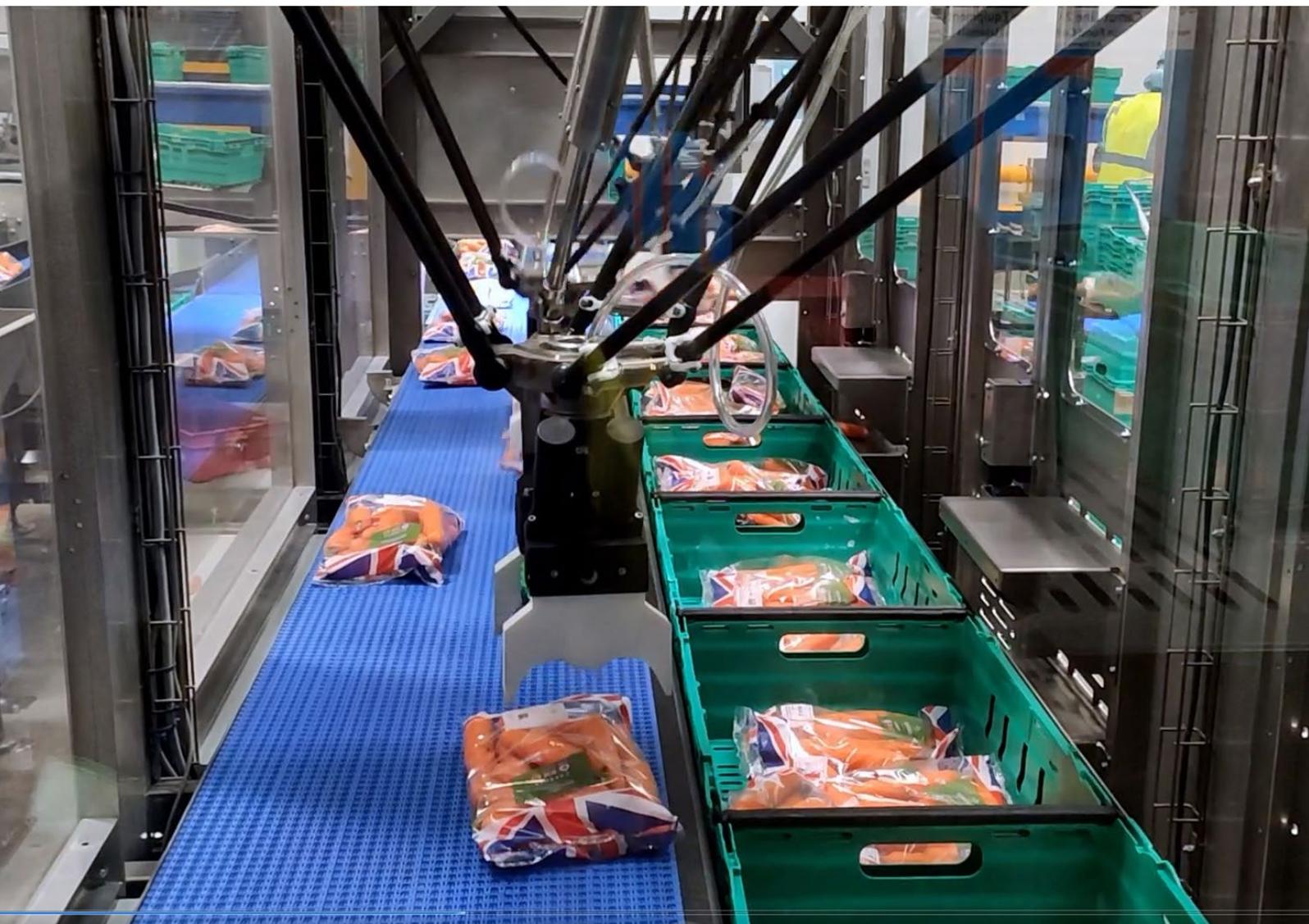
It is about combining OMRON's deep understanding of the technology with our partners' vast knowledge of their sector, explained Robert Meechan, system integrator manager at OMRON.

"Our partners take OMRON technology and turn it into real-world solutions for the manufacturing industry," he said. "We like to think of it as a very exclusive club. Our partners are all highly credible, highly skilled in our products, and really understand their markets and the issues that affect them."

Brillopak, which designs and manufactures pick and place equipment, is the latest addition to the network. It means the company has access to OMRON's sales force, marketing team and application engineers, as well as the wider European market.

"As a global company, OMRON can support Brillopak in their business ventures across Europe, and further afield," said Meechan.

Xavier Barraud, Brillopak's engineering and operational director, said the partnership had already given the company free access to an OMRON roadshow, expanding its customer base.





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What is the UniPAKer P160?

The P160 is a fully-automated pick and place machine, designed to meet the distinct needs of food manufacturers.

Andrew Shelley, key account manager at OMRON, said: "Using the various components and robotics available, OMRON and Brillopak have come up with the fully-functioning design of the P160.

"It is a fully-automated pick and place machine, capable of picking multiple products in different SKUs and different packaging environments and pack into IFCO trays and into boxes, helping manufacturers meet the exacting packing requirements of their supermarket customers."

Peter Newman, founder and technical director of Brillopak said that it was the flexibility of the solution that made it stand out. *"Our customers like it because it can do the different patterns, or recipes, that supermarkets request. It provides remote access, meaning we can change patterns from the factory, and we can also teach the customers how to do their own recipes."*

It features a small vision system that finds the centre of the bag and its angle. Even when products move into the line in a random order, this means the machine will pick and place them to the correct pattern.

"We also offer OCR-type functions, where we can look at date codes on the packs, and we can check the packaging is right for the recipe. The Delta robot also allows us to select which packs we pick, so if the pack is wrong, we can leave it," said Newman.

"If we get three wrong packs in a row, we can stop the line. We then feedback to the customers, which allows them to be flexible and react to problems quickly."

The P160 was designed, Shelley said, to work with OMRON's Hornet Delta robot and Sysmac platform, meaning everything – from robot to sensor – is seamlessly integrated.



What's next for the OMRON/Brillopak partnership?

Both teams expect this to be the first of many collaborations and are looking forward to continuing to share their skills and expertise.

"The relationship we have with OMRON has been developed over the last 10 years, and we have built a high degree of trust with them. They keep us informed about new developments, and we usually have free or very competitive access to new products so we can try them out," said Barraud.

"We are looking forward to developing our relationship with OMRON further. It's very exciting, and we hope the partnership will contribute to the continued success of our business."



BrilloPAK

About Brillopak

Brillopak is a multi award-winning British manufacturer specializing in highly flexible robotic packing and palletizing systems. Established in 1999, the company is dedicated to continuous innovation, investing in technology to develop automated solutions that combine precise handling, effortless performance, and user-friendly operation suitable for unskilled staff. Brillopak's collaborative approach involves understanding the specific needs of each client to deliver tailored automation systems that enhance operational efficiency and adapt to future requirements. With a strong emphasis on professional service and ongoing support, Brillopak builds long-term relationships based on trust and customer satisfaction. <https://www.brillopak.co.uk/>

OMRON

About OMRON Corporation

OMRON Corporation is a leading automation company with its core competencies in Sensing & Control + Think technology. OMRON is engaged in a wide range of businesses including industrial automation, healthcare, social systems, device & module solutions. Established in 1933, OMRON has about 28,000 employees worldwide, working to provide products and services in more than 130 countries, contributing to the creation of a better society. For more information, please visit <http://industrial.omron.eu>