

# Ellison Technologies Automation Becomes Acieta LLC

PEWAUKEE, WI, USA, March 26, 2014 /EINPresswire.com/ -- Two divisions of Ellison Technologies Inc, Ellison Technologies Automation and Ellison Technologies Automation – Wisconsin will become one company and will be named Acieta, LLC.



Effective April 1, 2014 Ellison Technologies Automation (ET-A) and Ellison Technologies Automation – Wisconsin (ETWI Automation), both divisions of Ellison Technologies Inc. (Ellison) will be combined into a new separate company and operate under the name Acieta, LLC (Acieta). A wholly owned subsidiary of Mitsui & Co. (U.S.A.) Inc. (Mitsui USA), Acieta will have two physical locations: headquarters in Pewaukee, Wisconsin and a second site in Council Bluffs, Iowa. With over 120 employees throughout the United States, Acieta will continue to serve North American manufacturers through high-quality, industry-leading robotically automated solutions and services.

"The future for North American manufacturing is extremely positive with significant growth projected over the next two decades," said Kent Lorenz, who will be Chairman and CEO of Acieta. "In order to take full advantage of this rapidly growing market need, it is time to take ET-A and ETWI Automation to the next stage of their development and operate as a stand-alone Mitsui USA group company."

As part of Ellison Technologies, ET-A and ETWI Automation both supported Ellison's robotic machine tool load/unload requirements. As an independently operated Mitsui USA subsidiary, Acieta will now be able to focus on serving a broader set of robotic applications. Leveraging its experience and employees, Acieta aims to keep manufacturing in North America by solving challenges facing all manufacturers, like lowering costs and optimizing throughput. The company plans to automate manufacturing processes in a way that allows for better utilization of labor and greater job satisfaction to employees. In turn, Acieta's automation solutions allows manufacturing customers to profitably grow their businesses in the U.S., Mexico, and Canada.

Acieta's wide array of automation capabilities will include various services, such as machine tool loading and unloading, metal removing and deburring, welding, foundry applications, palletizing and packaging, material handling, and other applications. Over the last three decades of business, the Acieta team has integrated more than 4,000 automation systems for customers across the US, Mexico and Canada. It holds industry certifications from FANUC and the Robotic

Industries Association (RIA).

"North America's ability to integrate robotic automation to new and existing applications is a key to our country's long term success in manufacturing," said Lorenz. "Acieta is committed to lowering customer costs while improving product quality by looking at every aspect of the manufacturing process, from receipt of raw material to shipping of finished product."

#### About Acieta:

With a team consisting of leaders in the robotics business for more than 30 years, Acieta (<http://www.acieta.com>) will provide a wide range of robotically automated solutions and services for the manufacturing industry. With locations in Wisconsin and Iowa, its team has integrated more than 4,000 automation systems for customers across the United States, Mexico and Canada. As part of its mission to be a true partner to its customer base, Acieta is committed to solving challenges facing all manufacturers, like lowering costs and optimizing throughput. From foundry applications to material handling, Acieta will deliver the kind of cutting-edge automation that makes manufacturing businesses more efficient.

#### About Mitsui USA

Mitsui USA was incorporated in 1966 in New York as a wholly owned subsidiary of Mitsui & Co., Ltd., Tokyo, Japan, one of the most diversified and comprehensive trading, investment and service enterprises in the world, with 147 offices in 67 countries/regions as of March 1, 2014. Mitsui is multilaterally pursuing business that ranges from product sales, worldwide logistics and financing, through the development of major international infrastructure and other projects in the following fields: Iron & Steel Products, Mineral & Metal Resources, Infrastructure Projects, Integrated Transportation Systems, Chemicals, Energy, Food Resources, Food Products & Services, Consumer Service, and Innovation & Corporate Development. Mitsui USA aspires to meet the needs of its customers as "Your Global Business Partner<sup>®</sup>," while remaining committed to sustainable growth and good corporate citizenship. More information on Mitsui USA may be found at [www.mitsui.com/us](http://www.mitsui.com/us).

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