

Motion Controls Robotics, Inc Adds New Layers of Automation Expertise

New capabilities in tire automation, robotic painting, fluid application, and specialized manufacturing processes expand MCRI's ability to support operations.

FREMONT, OH, UNITED STATES, August 13, 2026 /EINPresswire.com/ -- Motion Controls Robotics,

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*Scott Lang, President and CEO
of Motion Controls Robotics*

Inc. (MCRI) is expanding its automation portfolio through the addition of specialized automation technologies, intellectual property, and experienced personnel with industry expertise.

The intellectual property includes patented and specialized technologies used in tire manufacturing applications, complementing MCRI's existing capabilities in robotic material handling, machine vision, controls engineering, system integration, and lifecycle support.

The expanded capabilities include tire spraying and treatment, tire marking and painting, precision fluid and material application, robotic handling, robotic painting and

powder coating, and surface treatment. These technologies also create opportunities for MCRI to apply this specialized process expertise across a broader range of manufacturing industries.

“By combining specialized process knowledge with MCRI's engineering, integration, and long-term support capabilities, we can help manufacturers improve throughput, quality, consistency, and safety,” said Scott Lang, President and CEO of Motion Controls Robotics. “It also gives our customers a single automation partner for more processes throughout their facilities.”

MCRI will provide engineering support, spare parts, system upgrades and retrofits, programming assistance, and lifecycle support for these technologies and existing installed systems.

This expansion strengthens MCRI's ability to deliver integrated automation that connects individual processes into reliable, plant-wide systems.

About Motion Controls Robotics, Inc.

Motion Controls Robotics (MCRI) develops and integrates turnkey automation for end-of-line operations, fulfillment, material handling, and specialized production processes. Its systems

incorporate technologies such as machine vision, production data, and AI to improve flexibility and respond to changing production requirements. MCRI also connects automation with plant and business systems, including ERP and WMS platforms, and provides in-house engineering, integration, service, and life cycle support.

MCRI has implemented [robotic automation](#) since 1995 and is a FANUC America Certified Servicing Integrator and an A3 Certified Robot Integrator. Motion Controls Robotics, Inc. is part of MCRI Group. Learn more at motioncontrolsrobotics.com

About MCRI Group

MCRI Group brings together companies that design, build, automate, and support equipment and production processes across a range of industries. Its companies include Motion Controls Robotics, Cutting Edge Manufacturing and RMV Technologies. Individually and together, the companies provide capabilities spanning build-to-print and contract manufacturing, fabrication and finishing, automation, systems integration, and lifecycle support.

MCRI Group is headquartered in Fremont, Ohio. Learn more at mcri-group.com.

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