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HAUMILLER FACILITATES INNOVATION IN MATURE MARKET

Haumiller Engineering customizes assembly for Rust-Oleum’s Universal spray paint line

ELGIN, Ill. – August 6, 2009 – Rust-Oleum, a worldwide leader in protective paints and coatings for both the home and industry, recently launched its new Universal all-surface spray paint line. The company selected Haumiller Engineering to customize a continuous motion system to assemble and orientate non-traditional caps for its new packaging. The new caps are extremely user-friendly and make the product more ergonomic and easier to use.

In the mature spray paint market, packaging and product use innovations are just as important as product advancements themselves. However, traditional manufacturing and assembly methods are not equipped to handle the unique needs required by today’s packaging innovations such as this.

In a consumer market driven by shelf aesthetics and trends favoring easy-to-use functionality, stifling innovation based on manufacturing limitations is not an option. With an intent focus on ease of use and attractive packaging, Rust-Oleum veered from traditional cap assembly to employ a revolutionary trigger-like cap. Critical to this new trigger was proper alignment with the product’s label and Haumiller addressed this through a novel assembly process that orients each cap precisely, at very high speeds.

“It is difficult to find new ways to generate growth and differentiate a product in such a competitive, mature market,” said Russ Holmer, president of Haumiller Engineering. “But I think we found a way to make Rust-Oleum’s vision a reality and add value to its already superior product. We were able to reduce the risk of such a complex project and take the ‘can’t be done’ concerns out of the equation for them.”

As Rust-Oleum was developing cap and can graphics, the Haumiller team began adapting the Haumiller 4600 Container/Cap Orienting System to match the cap’s unique design. The custom system resulted in more than 200 assemblies per minute, using machine vision to detect a black eye mark on the label to help consistently position the caps. By using a continuous motion system, the tooling never lost contact with each individual component which ensured perfect alignment. Haumiller’s technology allowed Rust-Oleum to optimize the assembly process, maximize productivity and increase “up time” in production while offering the most consistent performance possible.

“I always admire the Haumiller team for looking at a problem logically and figuring out how to solve it,” said Bill Tucknott project engineer for Rust-Oleum. “We knew it would be a tricky product launch, and I’m glad we chose Haumiller.”

Haumiller Engineering brings over 45 years of automation success to contract manufacturers and OEMs in consumer packaged goods, medical device and other industries. As a 100 percent employee owned company, everyone has a vested interest in customer success – a quality that is seen in relentless commitment to finding custom high speed automated assembly solutions to fit diverse market needs. When an application is both complex and mission-critical, the expertise of Haumiller’s engineering and project management team delivers a solution for speed, quality, tolerance, inspection and other parameters, because that is what they thrive on. Visit www.haumiller.com to learn more.

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