

15-03-2021

Motion control specialist expands home market support with new National Sales Manager

Motion control solution provider, Trio Motion Technology, has increased its support for the UK & Ireland market with the appointment of a new National Sales Manager. Trio has appointed the experienced servo and automation application specialist, Mark MacDonell, to lead projects across the UK & Ireland with OEMs and distributors.

The announcement follows Trio's October 2020 launch of its motion-first machine solution. Trio has designed high performance motion controllers for over 30 years and now extends its offer to OEMs with a complete machine package including controller, I/O system and servo drive & motor, capable of controlling up to 128 axes.

Strengthening the sales & applications team increases the assistance Trio provides to OEMs in the UK & Ireland, as well as continuing the support of its distribution network. Mark will work with OEMs who require high performance motion control from their machine solution and will also support distributors with Trio's portfolio of EtherCAT Motion Coordinators.

Graduating from Keele University with a degree in electronics in 1987, Mark has worked in the industry for over 30 years, primarily within servo and automation applications. Mark's technical experience includes both R&D and technical support while roles in product marketing and application sales have developed a detailed understanding of application requirements from around the world. Mark has worked at companies including Lenze and Control Techniques as well as taking the role of Managing Director at Gefran UK, a position he held for over five years.

"I first became aware of Trio in the early 2000s when working on key accounts at Lenze," explains Mark. "We involved Trio controllers on various applications as even then they were more advanced than the PLC-based technology for motion-based applications, such as multi axis interpolation, which resulted in more coordinated, more accurate control.

"Trio remains the specialist in motion control and combined with the company's expansion into machine solutions with the support of Estun, this means there's a great opportunity to help develop the control capability of the UK and Ireland's OEMs, as well as supporting Trio's wide base of distributors."

Tom Alexander, global business development lead at Trio, explains that the company's ability to provide a full machine solution required the support that Mark MacDonell could provide.

"As well as serving our distributors, Mark will be key in supporting the growing number of OEMs benefitting from Trio's machine solution. Presenting multi-axis control, scalable I/O extension as well as servo drives and motors, Mark is very well positioned to advise machine builders requiring a motion-centric control solution.

"Mark has significant experience in motion-based applications and as a result he'll enable machine builders to maximise their performance."

ENDS



Mark MacDonell, national sales manager, UK & Ireland.

Editor's notes

1. For further questions or to arrange an interview, please contact Alex Byles, Buteo Communications, on 07877 369309 or alex.byles@buteocommunications.com

About Trio Motion Technology

Trio Motion Technology was founded in 1987 as a manufacturer of motion controllers. Today the range, branded *Motion Coordinators*, can control up to 128 axes of servo, stepper and piezo motors as well as hydraulic systems. Trio's expertise of motion programming is based within its Motion-iX technology. Launch of the new servo drive and motor package now develops Trio's offering into a motion solution in addition to providing motion controllers for automation vendors and system integrators.

The company headquarters is based in Tewkesbury, Gloucestershire, which also comprises its primary research and development hub. Additional R&D facilities are located in Italy, Bulgaria, and also China, where Trio's products are assembled. Application development teams are located in the UK, USA, Italy, India and China, and a global sales network comprises over 100 partners.

In 2017 Trio was acquired by the Estun Group, which is supporting Trio in its growth with assistance through shared facilities and R&D as well as financial backing. Trio has exceeded 15% growth year on year since the acquisition. In addition to the primary global markets, a significant proportion of Trio's business is in China where the company's motion control

capability has enabled Estun to become a major player in the China automation market. Despite the presence of the Estun brand, motion control products in China carry Trio branding.

About Estun Group

Estun started its activity in 1993 in Nanjing, China as a manufacturer of control systems for metal forming machinery. Today the company comprises six business groups focussing on automation and robotics, distributed around the world. Estun reported 2018 global sales figures at \$230 and has more than 40% growth rate in recent years.

Estun is one of China's tier one robot manufacturers and has a 100,000 m² robot manufacturing facility, as well as a servo drive and motor manufacturing plant. The company is operated with an Automation Business Group, focused on machine performance, and a Robotics Business Group, based on turn-key factory projects including robotics and automation.

Estun's acquisition strategy is one of collaboration over assimilation with many of its acquisitions being less than 100%. The spirit of collaboration also extends into key partnerships with suppliers and customers for mutual benefit.

Estun's business groups comprise:

- Estun (100% ownership), specialists in robotics, China headquarters;
- Trio Motion Technology (100% ownership), specialists in motion control technology, UK headquarters;
- Cloos (100% ownership), specialists in welding technology and welding robots, Germany headquarters;
- Euclid Labs (25% ownership), specialists in 3D vision technology for robot applications, Italy headquarters;
- MAI (52% ownership), specialists in production cells using robotics, Germany headquarters;
- Barrett Technology (52% ownership), specialists in special purpose robotic manipulators, USA headquarters.

For more information about Estun, please visit <https://www.estuneurope.eu/about-us/>