## Brenton Goes Virtual with Massive Interactive Demonstration of End-of-Line Solutions

**MEDIA RELEASE**

## *For the first time at Pack Expo, Brenton will showcase its extensive end-of-line equipment manufacturing and system integration capabilities by utilizing interactive video displayed on twin 150-square-foot Ultra-High Definition displays.*

**ALEXANDRIA, Minn., September 23, 2019** –[Brenton](http://www.brentonengineering.com/), a product brand of [ProMach](http://www.promachbuilt.com), will virtually bring Pack Expo attendees to its manufacturing and turnkey integration facility via interactive video demonstrations and showcase its extensive line of case packaging and palletizing solutions. Pack Expo is being held September 23-25 at the Las Vegas Convention Center. **Booth #3025**

The video demonstrations focus on two integrated end-of-line systems. 3D simulation of CAD modeling brings vivid detail to a high-speed bottling line and a track-and-trace medical device cartoning/case packing line displayed on twin 150-square-foot 4K HD displays. Hot-spot graphics give attendees the opportunity of drilling down into the details of key components and systems. Brenton turnkey integration services utilize vertical-integration practices to cut startup time by as much as 50 percent over industry average.

ProMach product brands and equipment on the high-speed bottling line include Brenton RP1000 robotic palletizer and RD1000 robotic de-palletizer, Federal filler and Zalkin capper, Brenton M4000 case packer, Orion stretch wrapper, Shuttleworth conveyors, Pacific bottle labeler, and ID Technology case and pallet labelers. ProMach product brands and equipment integrated into the medical device track-and-trace line include NJM carton labeler, Brenton M2000 case packer, Brenton MP1000 MasterPal palletizer, Orion stretch wrapper, Intralox ARB Pallet Layer Former and ID Technology case and pallet labelers.

**Robotic demonstration**

Brenton showcases robotic integration, programming, end-of-arm tooling, and human/robot interaction capabilities with a novel dice rolling exhibition. A Fanuc CR robot will pick and place, sense labels, orient, and stack 3x3-inch dice off a conveyor and onto a build station. Show attendees will be able interact with the display to show the dexterously of the robot and its ability to use current technology to interact with the attendee.

**Next generation case packer**

Brenton also features its next generation intermediate case packer, the [Brenton M2000](http://www.brentonengineering.com/products/side-load-case-packer-m2000/). The M2000, which replaced the top selling Brenton Mach 2, maintains the mechanical precision of the Mach 2 while adding updates to the electrics and esthetics that reduce the case packer’s footprint by 25 percent, shortens installation time, and creates an easy to operate machine. Brenton designed the M2000 for higher uptime by making changeover more repeatable.

“Our Pack Expo 2019 exhibit makes the point that Brenton is a leading manufacturer of case packers and palletizers that has developed over the past decade the infrastructure and expertise to lead turnkey integration of end-of-line systems,” said Jason Enninga, vice president of sales, Brenton. “We are looking forward to showcasing two actual projects that illustrate how vertical integration by an OEM lowers risk and leads to better performing systems.”

For more information visit [www.BrentonEngineering.com](http://www.BrentonEngineering.com), call 320-852-7705, or write to Brenton@ProMachBuilt.com.

**About Brenton**

Brenton engineers and manufactures custom case packaging, palletizing, robotic packaging systems including material handling, high speed pick and place, and integrated end-of-line systems. Specializing in food, beverage, pharmaceutical, medical device, personal care, and household products, Brenton surpasses regulatory and market driven demands and creates collaborative, longstanding partnerships to best serve a diverse customer base. Brenton is a product brand of ProMach, a global leader in packaging line solutions. As part of the ProMach End of Line business line, Brenton helps packaging customers protect and grow the reputation and trust of their consumers. ProMach is performance, and the proof is in every package. Learn more about Brenton at [www.BrentonEngineering.com](http://www.BrentonEngineering.com).

**About ProMach**

ProMach is a family of best-in-class packaging solution brands serving manufacturers of all sizes and geographies in the food, beverage, pharmaceutical, personal care, and household and industrial goods industries. ProMach brands operate across the entire packaging spectrum: filling and capping, flexibles, pharma, product handling, labeling and coding, and end of line. ProMach also provides Performance Services, including integrated solutions, design/build, engineering services, and productivity software to optimize packaging line design and deliver maximum uptime.

ProMach designs, manufactures, integrates, and supports the most sophisticated and advanced packaging solutions in the global marketplace. Its diverse customer base, from Fortune 500 companies to smaller, privately held businesses worldwide, depends on reliable, flexible, technologically advanced equipment and integrated solutions. ProMach is headquartered near Cincinnati, Ohio, with manufacturing facilities and offices throughout the United States, Canada, Mexico, Brazil, Europe, United Arab Emirates, and China. For more information about ProMach, visit [www.ProMachBuilt.com](http://www.promachbuilt.com/).

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