

Press release

First simulated then realized

At HANNOVER MESSE, SEW-Eurodrive will demonstrate how compact machines can be quickly implemented with StarterSET compact and digital twin

Bruchsal/Hanover 2025 – By simulating and testing applications prior to physical implementation, faults can be detected at an early stage. The packaging machine, which SEW-EURODRIVE is presenting at HANNOVER MESSE, was also started up virtually using a digital twin. Using this compact horizontal FFS machine as an example, the Bruchsal-based specialist for drive and automation technology shows how machines can be started, stopped, tested and optimized in a virtual environment – from adjusting cycle rates and conveyor belt lengths to optimizing machine performance. This not only reduces the effort involved in the development phase, but also significantly shortens the time until market launch.

Digital twin

What was previously only possible when a machine was actually started up can now be realized digitally in advance or in parallel with implementation thanks to the "digital twin as an automation service". For this purpose, SEW-EURODRIVE offers a digital solution that allows customers to virtually simulate and test machines and applications. This opens up completely new possibilities for machine operators, programmers, designers and end users. This enables them to perfect their projects more efficiently, faster and more resource-efficient.

The internationally active family-owned company will show visitors at the trade fair the comprehensive support that has been provided throughout the entire development process, starting with design, programming and startup, using an HFFS machine as an example. A team of experts had accompanied the project from the first simulation to the final implementation. Based on the data provided by the on-site machine simulations, a smooth transition to operation could be ensured.

Flexible, compact and economical with the StarterSET compact machines

The StarterSET compact focuses on cost-effectiveness. This basic package therefore includes the compact MOVITRAC® advanced inverter with MOVILINK® DDI digital motor interface and single-cable technology. In addition to the coordinated hardware components, a comprehensive software package (MOVIKIT® Bundle Bundle) is also available, which includes all the functions required for the respective applications in a cost-saving manner. With this license model, users can freely and flexibly decide whether they want to implement their functions drive-related or as a central motion controller. For this purpose, comprehensive and versatile PackML-compliant programming templates with front-end content are available. The solution package is rounded off with standardized communication interfaces such as OPC UA, PROFINET, EtherNet/IP and web visualization.

Image

HFFS packaging machine

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Link

www.sew-eurodrive.de/press

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Sustainable and economical

"The compact horizontal FFS machine, known as HFFS for short, exhibited by SEW-EURODRIVE at the HANNOVER MESSE, is 100 percent compressed air-free and exclusively driven with high efficiency," explains Alexander Hack, project manager and group manager Machine Solutions. This enables energy consumption to be reduced sustainably and productivity to be increased at the same time. The machine operates with AC 230 V and does not require power connections, which makes installation easier. The MOVILINK® DDI digital motor interface with robust single-cable technology transmits power, brake and diagnostic data up to 200 meters wide. The StarterSET compact was used efficiently from a single source quickly, individually and flexibly.

This means that the StarterSET compact can be extensively adapted thanks to the broad product portfolio of SEW-Eurodrive and can be customized with all its advantages as a package for small and compact machines up to six axes. Areas of application include carton erectors, multipackers, gantry and gantry systems, cutting machines and filling machines.

About SEW-EURODRIVE

Founded in 1931, SEW-EURODRIVE GmbH & Co KG is a family business headquartered in Bruchsal, near Karlsruhe, in the Baden-Württemberg region of Germany. Today, SEW-EURODRIVE is one of the world's leading specialists in drive and automation technology, with more than 22 000 employees, 17 production plants, and 92 Drive Technology Centers in 57 countries.

As a market leader in its field, SEW-EURODRIVE keeps applications, processes, systems, and machinery moving in countless sectors – from airport logistics to industrial processes. With around 800 employees working in research and development, the company is making an innovative contribution to shaping the future of drive technology.

Proximity to customers is one of SEW-EURODRIVE's top priorities. An extensive sales and service network provides professional advice on site and ensures the rapid availability of spare parts and repairs – anywhere in the world.

Alongside its headquarters and production facilities in Bruchsal and its plant in Graben-Neudorf, the company operates 30 other sites across Germany. SEW-EURODRIVE has also had a presence in Canada, the partner country for HANNOVER MESSE 2025, for over 50 years. Its headquarters there are in Toronto.