

Press release

Innovative solutions for end-to-end automation

SEW-EURODRIVE partners with ISG Industrielle Steuerungstechnik GmbH

Bruchsal/Hanover, April 22, 2026 – A collaboration between Baden and Swabia: SEW-EURODRIVE, the drive and automation specialist based in Bruchsal, and ISG Industrielle Steuerungstechnik GmbH from Stuttgart are entering into a strategic partnership to further accelerate the development and integration of modern robotics solutions.

At the heart of the partnership is the ISG-virtuos simulation platform, which will serve as the foundation for the initial stages of the customer journey in the field of robotics and automation. SEW-EURODRIVE seamlessly integrates its open robotics solutions into ISG's simulation and engineering environment. The close integration of robots, controllers, and engineering tools enables significantly more efficient planning and implementation of automation projects.

"With ISG-virtuos, we have a powerful simulation platform that greatly simplifies planning and commissioning for our customers and our own MAXOLUTION® organization", explains Tobias Nittel, Head of Corporate Solution Center – Electronics at SEW-EURODRIVE. "Together, we are laying the groundwork for more closely integrating stationary robotic systems with material flow simulations in the future. In the first phase, we are focusing on the feasibility of the task and verifying cycle times – with the goal of eventually being able to demonstrate within ISG-virtuos that material handling is possible within the planned timeframes." Based on this, the robot program is automatically generated and transferred to SEW-EURODRIVE's safe and non-safe motion control systems. During transfer, the robot selection can be optimized based on the respective axis loads. "Overall, this makes commissioning significantly faster and brings us a big step closer to the software-defined factory", emphasizes Tobias Nittel.

Dr. Christian Scheifele, Managing Partner of ISG Industrielle Steuerungstechnik GmbH, also highlights the potential of the collaboration: "Simulation is becoming an integral part of the entire process – from design through commissioning all the way to operation." This integration also creates a digital twin of the plant, enabling efficient monitoring and optimization during ongoing operations. ISG acts as a link in the horizontal process chain and supports end-to-end data consistency – from planning through to operation. "This collaboration is thus another key building block in the implementation of our new focus area at SEW-EURODRIVE, robotics", summarizes Tobias Nittel.

About SEW-EURODRIVE

Ever since it was founded in 1931, the family business SEW-EURODRIVE GmbH & Co KG has been headquartered in Bruchsal, near Karlsruhe, in the Baden-Württemberg region of

Images

Cooperation ISG

Keyword

Cooperation ISG
HANNOVER MESSE 2026

Link

https://www.sew-eurodrive.de/company/newsroom_press/press/press.html

Contact person

SEW-EURODRIVE GmbH & Co KG
Corporate Communication
Ernst-Blickle-Str. 42
76646 Bruchsal
Germany
www.sew-eurodrive.com

Mr. Moritz Tzschaschel
Press and Public Relations Officer
T +49 7251 75-25519
moritz.tzschaschel@sew-eurodrive.de

Reader inquiries

SEW-EURODRIVE GmbH & Co KG
Media and Public Relations
Ernst-Blickle-Str. 42
76646 Bruchsal
Germany
T +49 7251 75-0

presse@sew-eurodrive.de
www.sew-eurodrive.com

Germany. Today, SEW-EURODRIVE is one of the world's leading specialists in drive and automation technology, with around 22 700 employees, 18 production plants, and 92 assembly plants in 57 countries.

As one of the leading companies in its field, SEW-EURODRIVE keeps applications, processes, systems, and machinery moving in countless sectors – from airport logistics to industrial processes. With around 850 research and development staff, it 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.

About ISG Industrielle Steuerungstechnik GmbH

ISG Industrielle Steuerungstechnik GmbH is a technology company founded in 1987 and headquartered in Stuttgart that specializes in software solutions for industrial control, automation and simulation technology. With over 35 years of experience, ISG develops innovative products for applications such as CNC, robotics, and motion control, as well as for digital twins and virtual commissioning. In addition to its own software platforms, the company also offers services such as consulting, system integration, and project support, and is recognized as an established partner for the mechanical and plant engineering industries.