

Press release

Joint market debut

GEA production machine uses the new MOVIDYN® decentralized servo system from SEW-EURODRIVE

Bruchsal/Hannover, 19.04.2026 – With GEA's bakery machine and the new MOVIDYN® decentralized servo system, a proven production machine meets new drive technology: For the first time, GEA's established bakery machine is being combined with SEW-EURODRIVE's innovative drive system and launched on the market together. The machine and drive will make their public debut at HANNOVER MESSE.

In Hanover, the drive and automation specialist from Bruchsal is demonstrating, together with its customer GEA, what a production machine can achieve when combined with the comprehensive drive solution from the MOVI-C® automation module system.

First series production use of the new MOVIDYN® decentralized servo system in a real production machine

"For us, this project marks a special milestone: it is the first real-world field deployment of the new decentralized servo system MOVIDYN," explains Thibaut Horneff, Solution Manager at SEW-EURODRIVE, adding: "We are consistently expanding our portfolio toward a decentralized multi-axis solution—as a decentralized counterpart to MOVIDRIVE® modular in the control cabinet. This gives customers maximum freedom in their automation architecture and allows them to choose between centralized, decentralized, or hybrid concepts depending on the machine, layout, or strategy. Presenting this single-source solution to a leading global machine builder is an important step for us toward the market launch of MOVIDYN®."

Comprehensive automation concept with centralized and decentralized axes in the same axis network

The automation system follows a clear architecture: A higher-level master controller handles machine logic and visualization, while SEW-EURODRIVE provides the entire motion component. At the heart of the drive solution is the decentralized MOVIDYN® servo system, which uses distribution modules to relocate servo motors with integrated servo amplifiers directly to the field, thereby significantly reducing the space required in the control cabinet. Central and decentralized axes operate within a common axis network, enabling a seamless, consistent system architecture while maintaining high flexibility in the machine layout. In conjunction with the Power and Energy Solutions energy management system, energy-efficient machine operation is achieved through load peak reduction and the utilization of regenerative energy.

Modularity as a real added value

The machine has a modular design and can be operated with one or two parallel dough tracks. Thanks to the decentralized MOVIDYN® servo system, complete drive modules can be pre-assembled, pre-wired, and easily expanded as needed. This eliminates the previously time-consuming cabling work, simplifies final assembly, and shortens project timelines. Using SEW-EURODRIVE's fully integrated Digital Services, a wide variety of machine scenarios can be simulated in the Mission Control Center of the trade show booth, allowing visitors to experience them firsthand.

Image

GEA serial machine with MOVIDYN®

Keyword

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Link

<https://www.sew-eurodrive.de/press>

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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 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 SEW-EURODRIVE in the partner country Brazil

When SEW-EURODRIVE opened its first branch on the South American continent back in 1978 – over 48 years ago – in Brazil, many European beverage manufacturers who were SEW-EURODRIVE customers also built new production plants overseas. The global manufacturer of drive technology components and customized automation solutions has now become a permanent fixture in this multicultural country. Key sectors in Brazil that use SEW-EURODRIVE technologies include the sugar and ethanol industry, mining, and the automotive industry. Today, SEW-EURODRIVE BRASIL, which has its national headquarters and a production plant in Indaiatuba (in the Metropolitan Region of São Paulo), employs over 1700 staff at 18 locations, including two assembly plants in Rio Claro and Joinville. That makes Brazil the third-largest foreign subsidiary of the Bruchsal-based family company after China and France.