

Press release

Open-minded thinking, independent acting

SEW-EURODRIVE positions itself as a provider of European industrial robotics

Bruchsal/Hanover, April 18, 2026 – SEW-EURODRIVE, the Bruchsal-based drive and automation expert, is presenting a new strategic focus at HANNOVER MESSE 2026: the systematic development of an open, scalable, and independent European robotics portfolio.

As a German family-owned company with 95 years of industrial experience, SEW-EURODRIVE is consciously investing in a reimagined European industrial robotics approach – modular, interoperable and based on the Bruchsal-based company's modular system, which has evolved over decades. "We don't just want to use robotics in Europe; we want to actively shape it – openly, independently, and with technological sovereignty", emphasizes Tobias Nittel, Head of Corporate Solution Center – Electronics at SEW-EURODRIVE.

At the SEW-EURODRIVE booth at HANNOVER MESSE (Hall 13, Booth C68), visitors can experience the interaction of modern robotics solutions in a realistic industrial scenario. In the so-called motion model, an articulated arm robot works together with autonomous mobile robots (AMRs), while a delta robot complements the process. Together, they demonstrate a complete workflow spanning order picking and warehouse technology, illustrating how robotics and intralogistics will interlock in the future.

Another highlight is a fully automated end-of-line application from the beverage industry. The palletizing of beverage cases demonstrates how articulated-arm robots from the SEW-EURODRIVE modular system can be integrated precisely and reliably into existing production lines. As an additional highlight, visitors can have a beverage poured for them by a 45-kg-class articulated-arm robot.

Complete robotics solutions "out of the box"

In addition, SEW-EURODRIVE showcases the breadth of its robotics portfolio – from stationary applications on a rotary model to transfer processes between AMRs and modular overhead conveyor systems, all the way to delta robots that can be virtually commissioned on-site. The various stations demonstrate how SEW-EURODRIVE's comprehensive offerings enable the rapid implementation of complete "out-of-the-box" robotics solutions.

This is based on an integrated hardware and software platform that simplifies automation and commissioning. Optimally matched components ensure precise and reliable movements, while application-specific gearboxes and drive solutions increase efficiency. A unified operating

Images

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platform reduces complexity, while a comprehensive end-to-end service supports customers throughout all project phases.

By expanding its robotics portfolio, the company is taking a decisive step from being a component manufacturer to becoming a comprehensive solutions provider. SEW-EURODRIVE sources the high-quality mechanical components for its robotic solutions from autonox Robotics and combines them exclusively with its own drive, inverter and control technology to create complete robotic solutions of its own design. "We can handle the drive and control systems – and, supplemented by the mechanics from autonox Robotics, we now offer customers a complete package that deliberately focuses on quality and meaningfully strengthens our portfolio", emphasizes Tobias Nittel.

Furthermore, in collaboration with partners such as SAFELOG, ScaliRo and ISG, an open, flexibly scalable ecosystem is being created that enables planning, simulation and integration on open platforms. The software developed in collaboration with SAFELOG ensures seamless integration into the control of complete intralogistics processes in a software-defined factory.

SEW-EURODRIVE is thus setting a benchmark not only in terms of technology: "For us, robotics is a key to strengthening Germany and Europe as industrial locations in the long term", explains Tobias Nittel. "In combination with domain-specific AI solutions, independent European industrial robotics offers the potential to secure productivity, address the shortage of skilled workers and maintain technological sovereignty in global competition."

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.