

# TRANSITION

## Generation B >>>> MOVI-C®



### From Generation B to MOVI-C® : A New Era in Drive Technology

For years, SEW-EURODRIVE's Generation B drives have been the foundation of industrial applications—renowned for their reliability and efficiency. However, as the industrial landscape evolves with the rise of digitalization, automation, and connectivity, the demands on drive systems have grown, making the shift to MOVI-C® essential.

Although Generation B drives once set the benchmark in technology, they now fall short of the requirements of modern industries. Today's market demands systems that enable data-driven decision-making, predictive maintenance, and full operational connectivity. In response to these emerging needs, SEW-EURODRIVE developed MOVI-C®—a next-generation drive technology that offers not just motion, but true intelligence.

Transitioning from Generation B to MOVI-C® is more than a simple upgrade—it represents a transformation in automation and control. MOVI-C® delivers:

- **Seamless Integration:** An all-in-one automation solution that simplifies planning, installation, and operation.
- **Smart Connectivity:** Advanced IoT capabilities for real-time monitoring, diagnostics, and predictive maintenance.
- **Energy Efficiency:** Optimized power usage for sustainable and cost-effective operations.
- **Future-Proof Technology:** A scalable, adaptable system designed to meet evolving industry demands.

At SEW-EURODRIVE, we understand that embracing new technology can be challenging. That's why we provide comprehensive support and resources to ensure a smooth and efficient transition.

For companies making the switch to MOVI-C®, the benefits are clear: enhanced performance, lower operational costs and a competitive edge for the future.



With our commitment to innovation, SEW-EURODRIVE customers are not merely keeping pace—they're leading the way.

[Learn more about MOVI-C](#)

## **Green Projects : Our PES are boosting energy efficiency and sustainability**

When you think of our Power and Energy Solutions (PES), are intralogistics storage/retrieval systems the primary application that comes to mind? If so, you're absolutely right.

Our customer, valves and fittings manufacturer Hawle, is already reaping the energy-saving benefits of PES.

Equipment manufacturer Hörmann Logistik and SEW-EURODRIVE used Powercaps to implement PES in Hawle's new automated high-bay warehouse – a solution that reduces the power demand of the storage/retrieval systems by a factor of 7 to 10, thus achieving average energy savings up to 230,000 kilowatt hours (kWh) per year. Read more on [Hawle](#)

Is that all?

Absolutely not, our award-winning power and energy management solution PES can deliver its unique benefits perfectly in other applications as well.



The packaging machinery manufacturer Hugo Beck utilized a range of measures, including PES, to boost the sustainability of its flowpack X FFS machine. Read more on [Hugo Beck](#)

The automated cold storage facility from NewCold integrated energy storage units into its storage and retrieval systems, leading to a rapid return on investment. Read more on [NewCold](#)

Key benefits of PES:

- Cost reduction–Energy saving

- Scalability—Distributed DC and AC infrastructure in any combination
- Reliability—Uninterrupted system operation in the event of a power failure
- Flexibility—Modular solution for changing layouts

**Don't wait. Contact us for your Green Projects!**

## **SEW-EURODRIVE Empowering Sustainable Solutions through Technology and Partnership at SIU 2025**

SEW-EURODRIVE once again demonstrated its commitment to innovation and partnership during the SEW Innovations Update (SIU), held on May 23, 2025. The event brought together customers, partners and our dedicated SEW team for an insightful afternoon centered around innovation, transformation and sustainability.

The session opened with an in-depth look at our latest Service Offerings, revolving the various maintenance strategies to support long-term system reliability.



A key highlight was the launch of the **Quick Check + APPmapp** service package—an essential starting point for building a tailored maintenance strategy.

Attendees were also offered the chance to trial the package at a small scale with **special promotional pricing**, reinforcing our dedication to proactive customer support beyond just products.

The second segment of the event focused on the ease of transition from Generation B to MOVI-C®, featuring a live demo that illustrated just how seamless the process can be.



SEW remains committed to guiding customers through every stage of this upgrade, ensuring enhanced performance, security compliance, and future-ready capabilities.

Sustainability remains at the heart of everything we do. In line with the UN Sustainable Development Goals, SEW-EURODRIVE is driving initiatives to reduce CO<sub>2</sub> emissions across our value chain.

Our latest technologies—including IE5 motors, high-efficiency inverters and optimized gear units—help customers lower energy costs and minimize their

environmental footprint.

Additionally, eligible companies can receive up to 70% funding through the NEA Energy Efficiency Grant to support these energy-saving upgrades.

Given previous success story, please [contact us](#) if you needed guidance.

After the presentations, attendees explored interactive product demonstrations and engaged in informal discussions with SEW experts. This hands-on experience provided deeper insights into the practical applications and benefits of our solutions.



### **Next SIU Event: August 29, 2025**

Register your interest early via [this link](#), so that we keep you updated with the latest.

### **Interested in the Quick Check + APPmapp Trial Package?**

For those who missed the event and want to explore our service offerings, you can still connect via [SEW General Service Offerings - Goggle Form](#).

Let's continue to drive innovation and empower your business with smarter, more sustainable drive solutions.

**Get a glimpse into the "SIU 2025 - May" event now!**

## **Welcoming the Chinese New Year with Joy, Purpose and Togetherness**

On February 7, 2025, SEW-EURODRIVE PTE. LTD. joyfully ushered in the Chinese New Year with a spirited celebration that brought together culture, community and company vision.

The day began with a vibrant lion dance performance—a powerful symbol of good fortune, prosperity and the promise of a successful year ahead.

The rhythmic drums and graceful movements set the tone for an auspicious start, energizing everyone present.



Employees then gathered for a buffet lunch, where delicious festive dishes were shared in a relaxed and cheerful atmosphere. It was more than just a meal—it was a moment to connect, laugh and enjoy the spirit of the season together.

A highlight of the celebration was the inspiring address by Mr. Andreas Appel,



Managing Director, who reflected on the company's recent sales performance and reaffirmed SEW-EURODRIVE's steadfast commitment to collective growth and long-term success. His words were both motivating and unifying, reminding us of our shared goals and the bright path ahead.

More than a festive occasion, this New Year celebration was a reaffirmation of our company's core values. At SEW-EURODRIVE, we prioritize employee well-being by fostering a family-like, cohesive work environment where every team member feels valued and supported.

Through the event, we are reminded that our greatest strength lies in our unity, collaboration, and shared vision. Together, we will continue building on our strong foundation to reach even greater heights.



SEW-EURODRIVE Singapore Celebrates 2025 Chinese New Year with the Lion Dance Performances

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Links to our Online Support portal.

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