



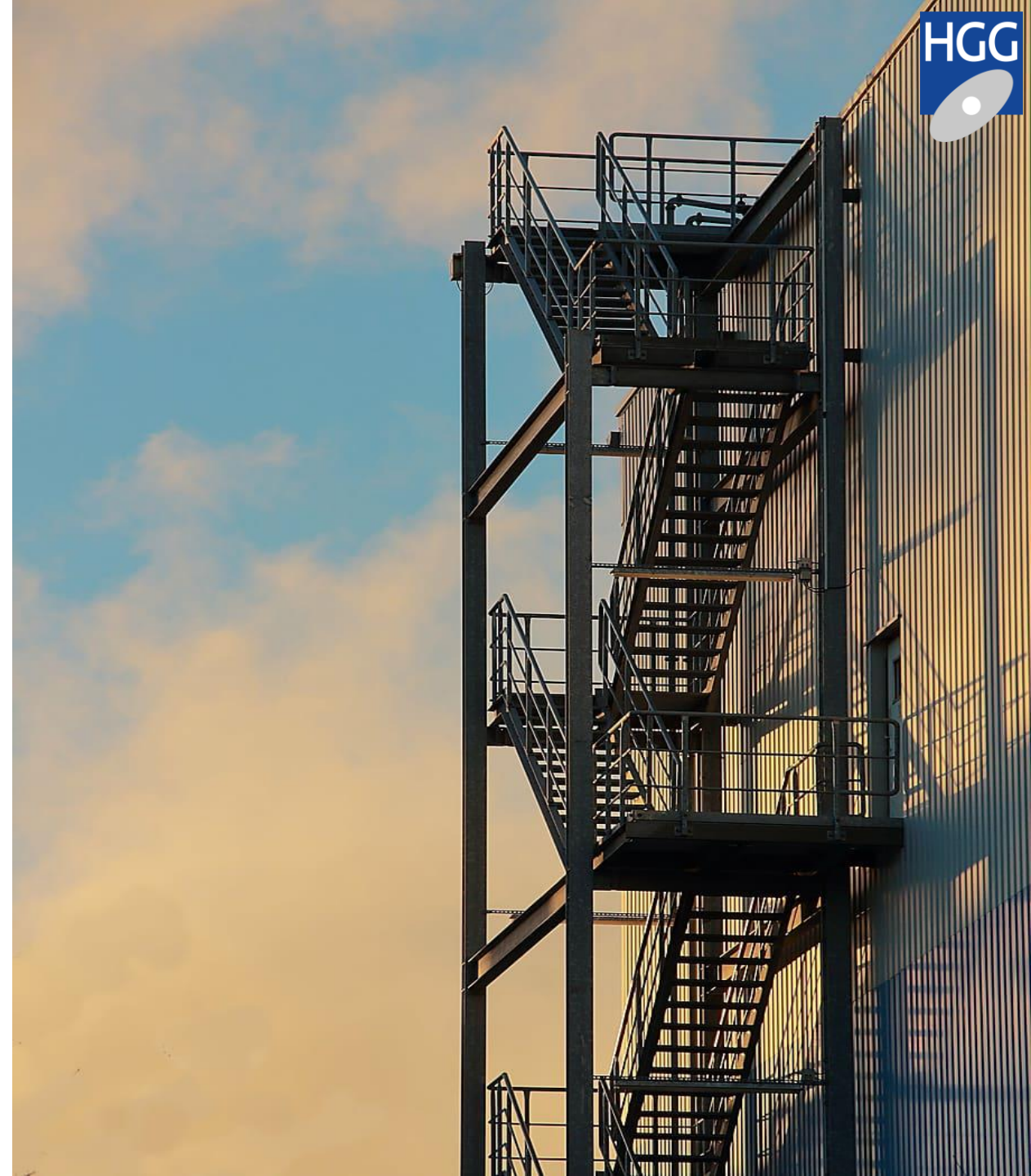
The RoboRail introduction

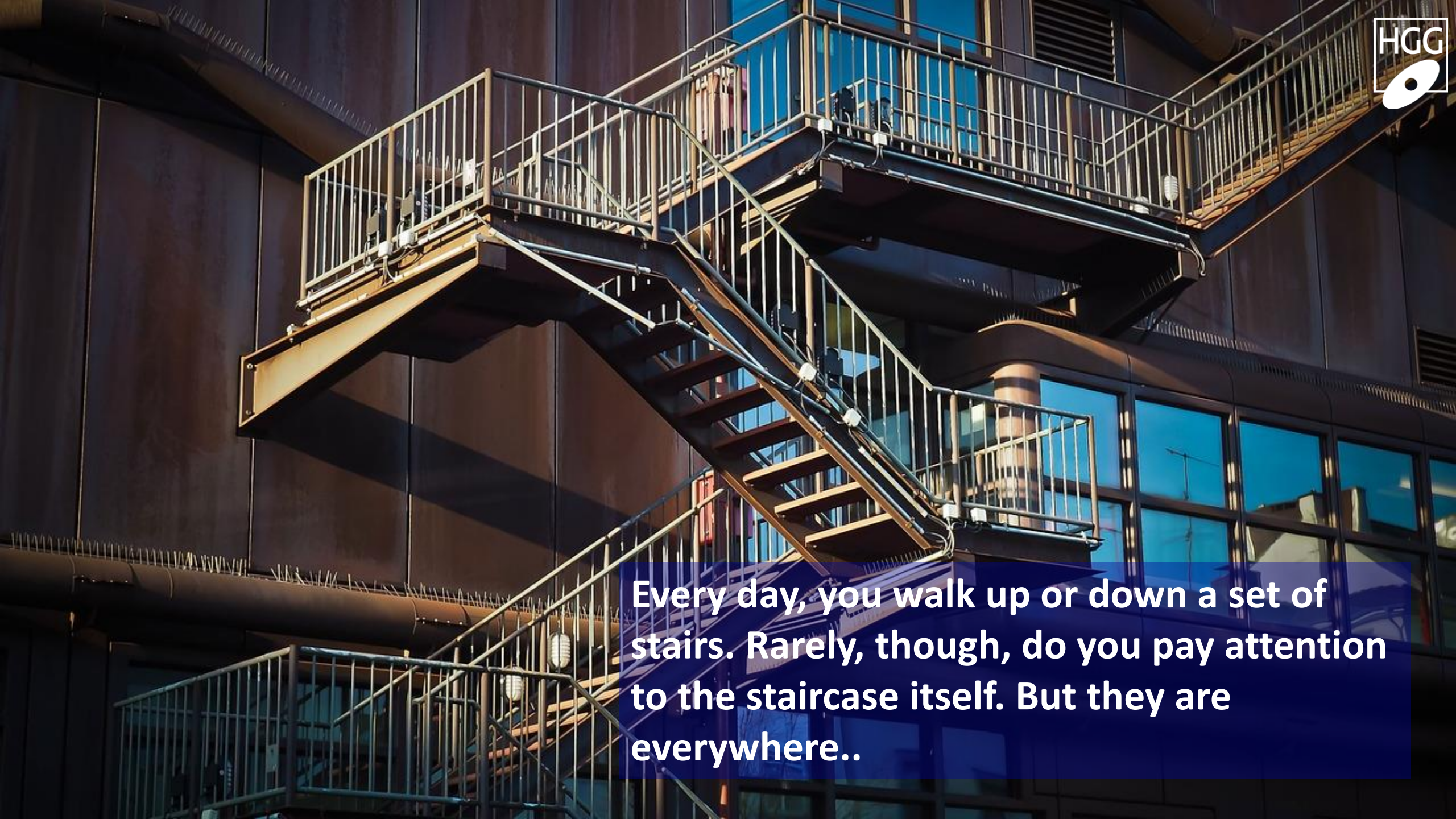
From Challengers to Champions.

So, what is meant by:
“miscellaneous”..... steel?

The term "miscellaneous metal" is often used to describe types of metalwork that are not classified as major structural components or specific building systems.

It typically involves the fabrication and installation of **non-structural metal** elements, such as **handrails, stairs,** ornamental metalwork, signage, and other custom metal products.



A photograph of a modern building with a dark, metallic facade and large glass windows. A prominent external staircase with metal railings and handrails is visible, leading up to a higher level. The staircase is illuminated by warm, golden light, possibly from the setting or rising sun. The building's architecture is contemporary, with clean lines and a mix of materials.

Every day, you walk up or down a set of stairs. Rarely, though, do you pay attention to the staircase itself. But they are everywhere..





➤ So, why the RoboRail?

“The average age of a certified welder in the US is 56”



➤ How it all started....





ALT
AUTOMATED
LAYOUT TECHNOLOGY

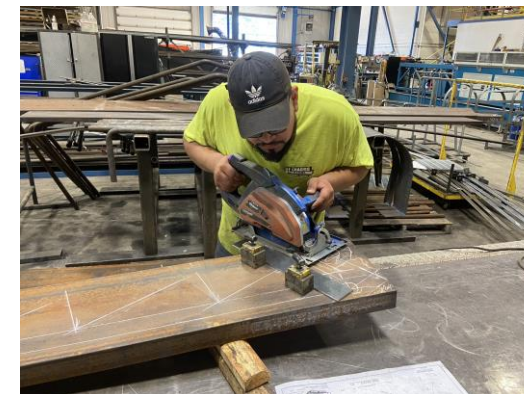


HG



Miscellaneous fabricators dream of having their very own plasma processing robot; it is now available as an affordable and powerful solution.

How it's done today?



Gone are the days of tedious manual measurements, manual saw cuts, and manual coping operations. Utilize the effort already spent in the office designing your project by eliminating the manual measurements and planning on the shop floor.



Stairstringer layouts
from 1.5 hour to 4
minutes





The RoboRail

"THE Robotic processing technology designed for the miscellaneous metal fabricator. A complete robotic processing system for pipes, tubes, channels and more"

Who is our target group?

"50% of steel construction companies outsource 'miscellaneous metal' work (work that they do not want or cannot do), the rest does it inhouse: both target groups are potential customers"

There are two groups of companies that we distinguish:

1. Job shops that specialize in miscellaneous metals and minor welding and construction work. Less than 10 people and most are craftsmen. Very limited level of automation (mostly old-school machinery). Work processes are often not digital and are based on craft.
2. Steel fabricators who do the miscellaneous work themselves. Often have traditional fabrication machinery and have a digital workflow.



How do these shop look like?

1. First the job shops (50% misc)

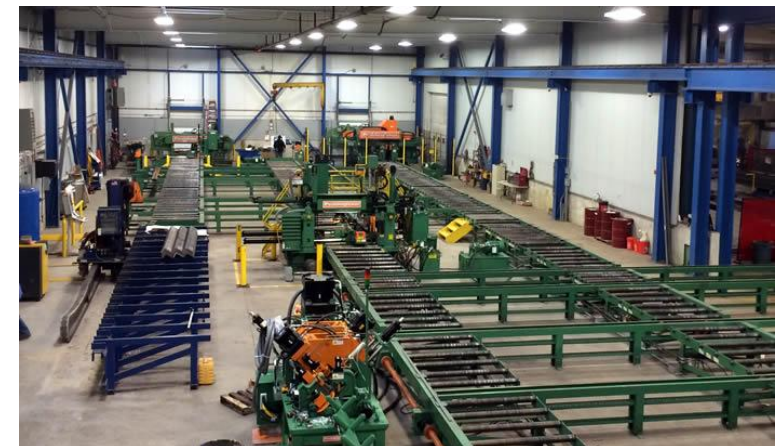
- Primarily Misc. Fabricators, light structural
- 75% of the work will be 1 1/4" sch 40 pipe and 12" stringers channels
- Balance would be a mix of angle and rectangular tubing
- Fabricators in this range would love an angle line but could never justify, with us they can as it will cover their core business, misc. Metals

2a. Structural and Misc. Fabricators:

- Will be our biggest market
- Still a heavy amount of 1 1/4" sch 40 pipe and 12" stringer channels, probably 35-50%
- Probably has an RPC, drill line of the like and an angle line (balance of the 50-65%)
 - The RoboRail hits the sweet spot of processing items annoying to them with the above machines:
 - 1. Smaller rectangular tube sections (4x4, 5x5, and 6x6)
 - 2. Angles with cutouts, notches, etc that are slower on large systems and cannot be done on angle lines (there are special angle lines, but very rare)
 - 3. Up to 10-inch round. In the world we are targeting round is hated, but this would be a great solution for them!

2b. Larger Structural Fabricators:

- Why would they not want a more compact, nimble, and flexible solution to supplement all their drill lines and RPC/PeddiBot type machines that are not particularly terrific at smaller sections?
 - Rectangular Tubing – 40%
 - Angle Iron – 35%
 - Channels – 15%
 - Larger Round Tube and Round Pipe – 10%
- They will not buy a \$ 250,000 HGG Round Profiling machine, but if it could do their complicated angle, channels, rectangular columns, AND some large round they will be all over it!



What is the typical buyer's persona?

Riccardo's Job Shop



Riccardo Giuliano (48) *"The most expensive machine I ever bought was my 2007 Dodge RAM."*

- 7 people work in my shop
 - I do all the sales and commercial side.
 - My cousin does the shop with 5 guys.

To take on larger project with the same people I want to automate. We specialize in hand railings and staircases that's 40% of our business.

Garry the Fabricator



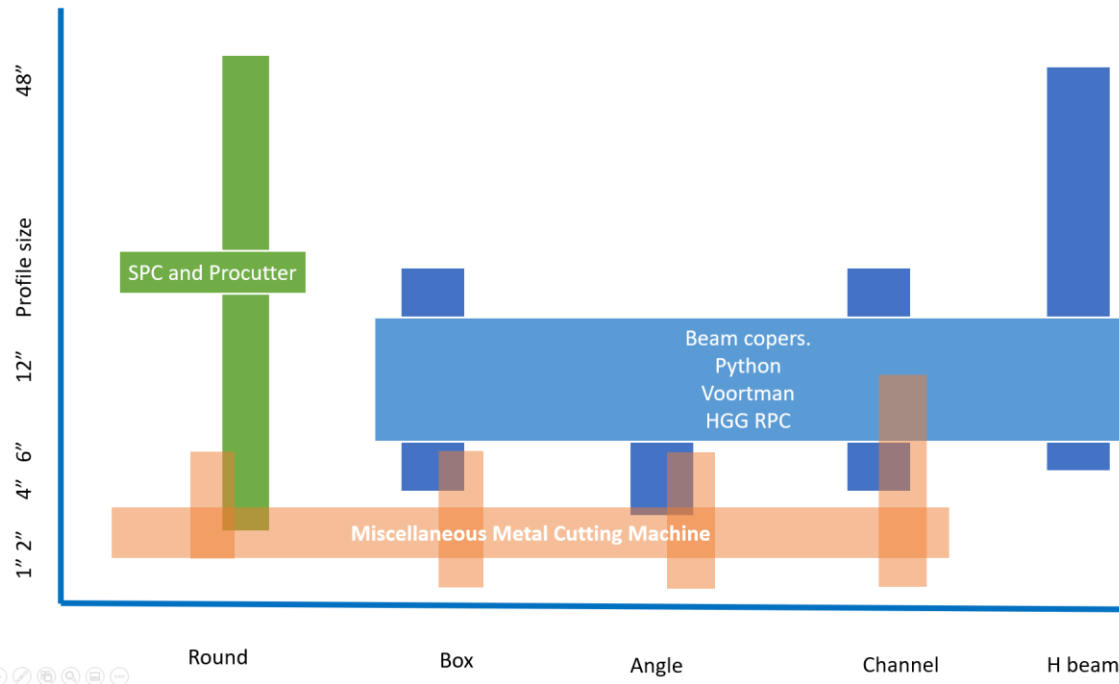
Garry Dulling (53) fabricator in east coast USA who want to invest in his workshop.

- Drill saw line 2005 updated 2017 Garry *"most tons of steel run through this machine, I have updated the software 2017"*
- Angle line 1992 Garry *"next time when it breaks I am getting rid of it but it is still making money"*
- Python 2009 Garry *"I don't use it often, but I can't go without it because of: marking stair stringers"*

Garry has two permanently staffed guys who run the miscellaneous shop. Hank(28) and Rudy (Rudolf) (61) since Rudolf is a grandpa he wants to work less. *"Sometimes I have contracted the work for handrails because Hank and Rudolf can't keep up."* I Have to choose if I want to keep Garry and Rudy or automate part of their work.

How does the RoboRail fit in?

			Metric		Imperial
Maximum wall thickness:			20mm		3/4"
Maximum length:			7.315mm/12.497mm		24ft/41ft
Maxiumum weight			400kg/550kg		880lbs/1200lbs
Channel	Min:	UNP	50	C	3 x 4,1 (3" x 1,41")
	Max:	UNP	280 (280x95mm)	C	12 x 30 (12" x 3,17")
Tube (RHS/SHS)	Min:		25 x 25		1" x 1"
	Max:		200 x 200		8" x 8"
	Note:		max. ratio of RHS is 1 to 2.		
Pipe (CHS)	Min:	DN	25mm	NPS	1"
	Max:	DN	250mm	NPS	10"
(unequal) Angle	Min:		25mm		1"
	Max:		200mm		8"
Flat-bar	Min:		50x10mm		2"x8/16"
	Max:		280x20mm		8"x1"
	Note:		Min. wall thickness 10mm		



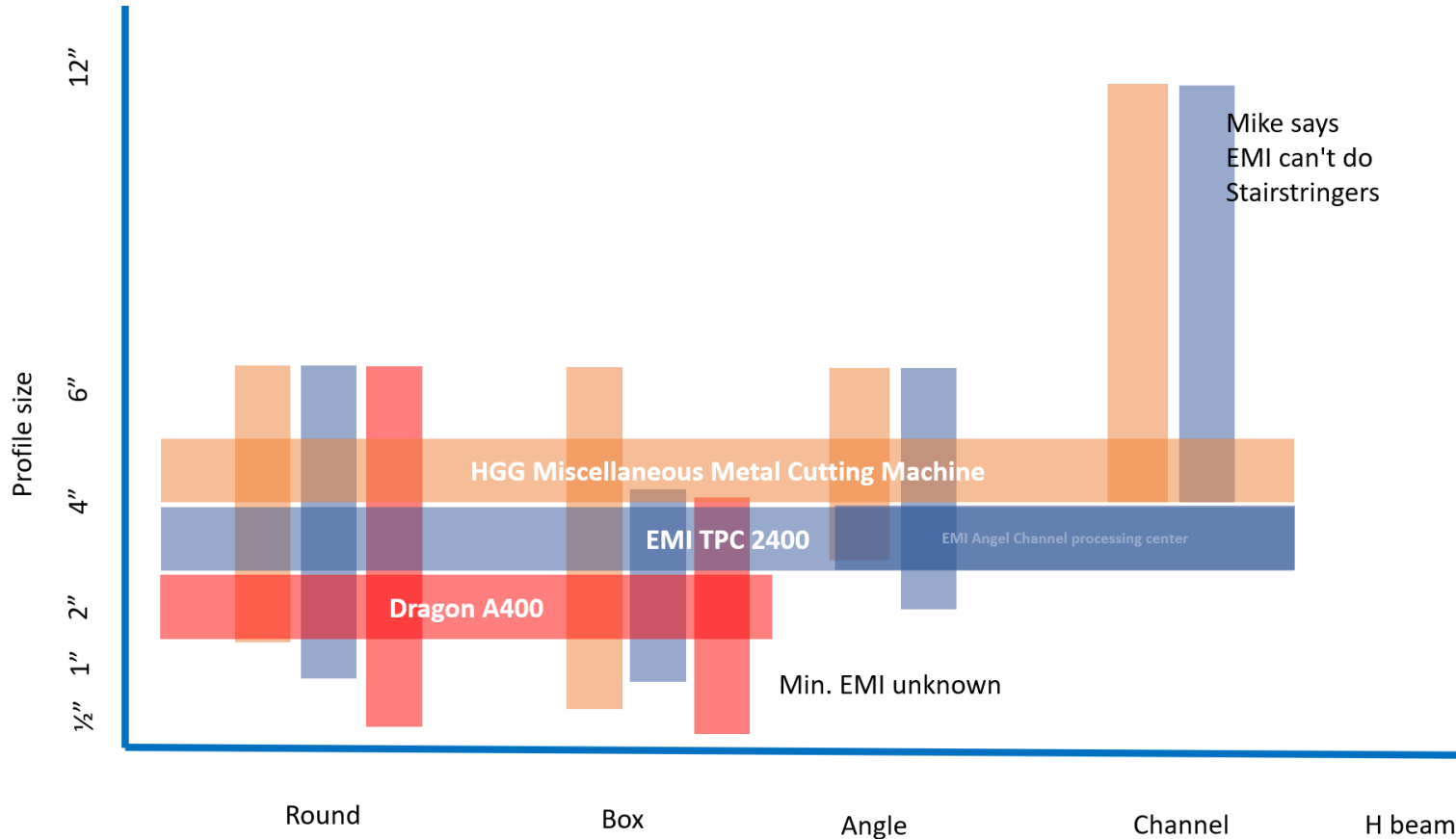


What is the competition to beat?

Machine type	CHS	SHS/RHS	Angle	Channel	Max. weight	Price
RoboRail	25/250mm	25/200mm	25/200mm	50/300mm	400kg	\$ 300.000,00
EMI TPC2400	25/100mm	25/100mm	25/100mm	40/100mm	163,2kg	\$ 190.000,00
EMI AP/PC			50/200mm	75/300mm	326,4kg	\$ 240.000,00
Dragon A400	19/152mm	25.4/101mm	25.4/101mm	25.4/101mm	181,4kg	\$ 70.000,00



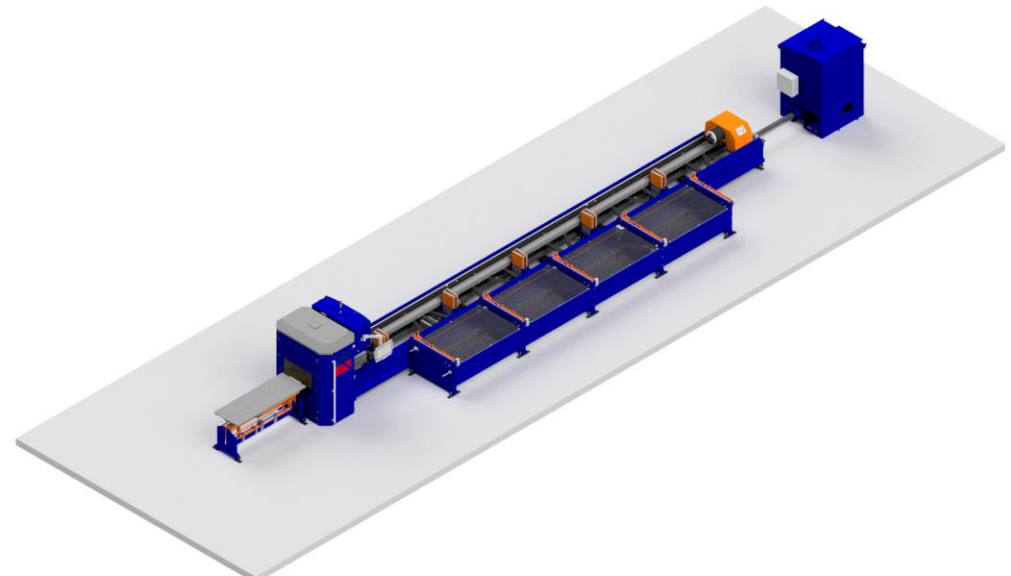
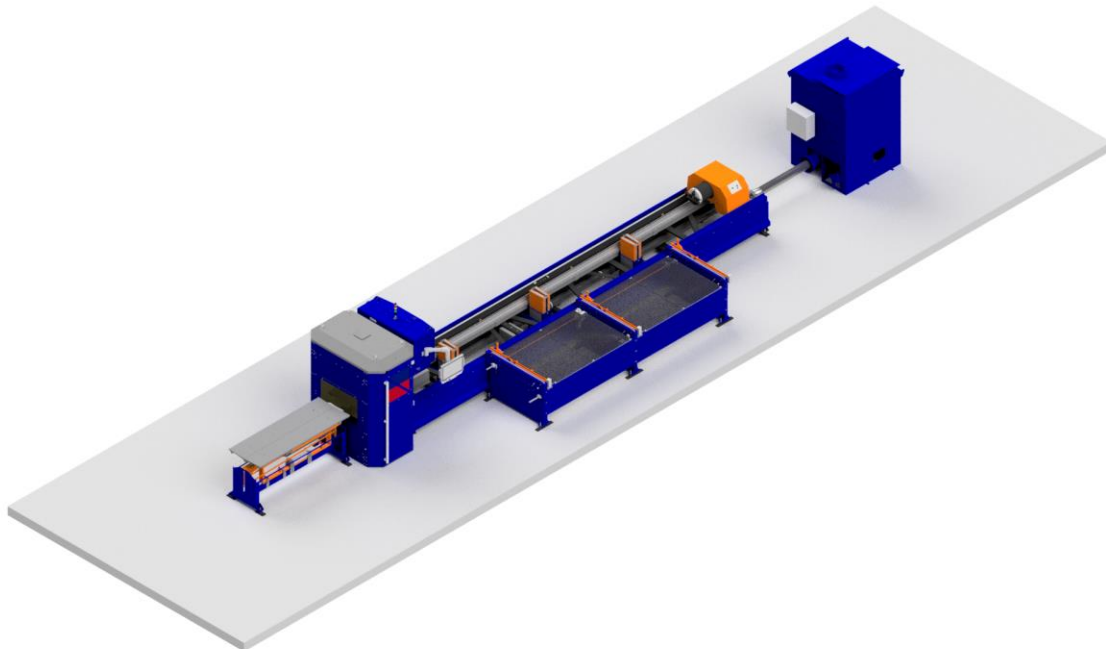
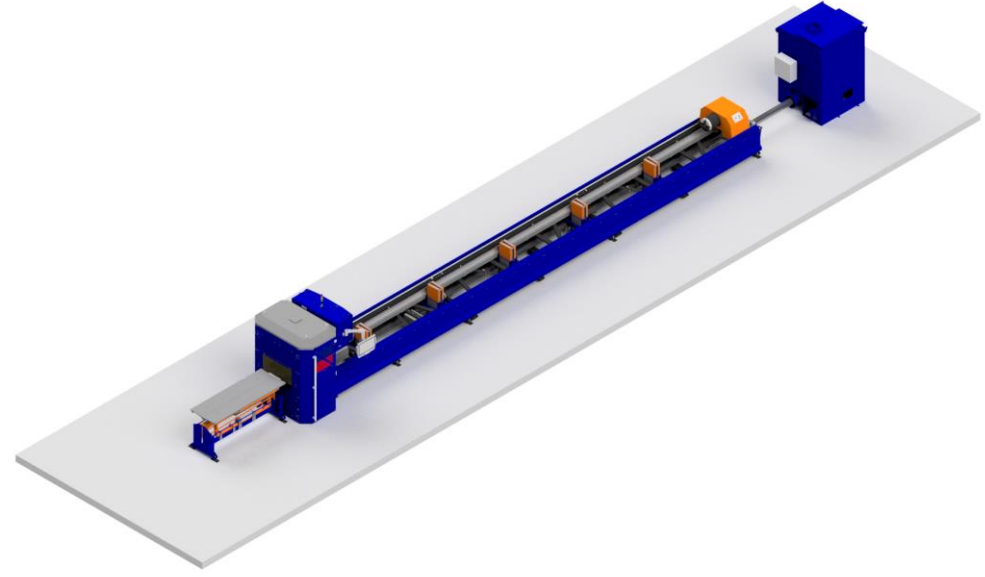
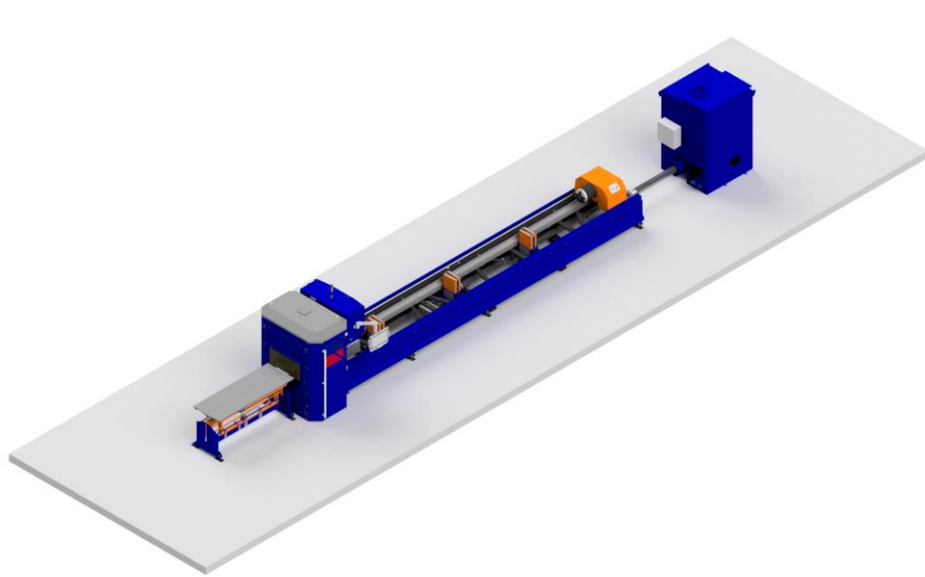
Dragon A400



EMI TPC 2400 SERIES



EMI ANGLE-CHANNEL PROCESSING CENTER



Why the RoboRail?



- 1) No more compromises: an all-in-one robotic plasma cutting machine developed purely for the miscellaneous fabricator.*
- 2) As structural fabricators have done for decades, our new robotic system allows miscellaneous fabricators to set up their operations as manufacturers.*
- 3) For structural fabricators it is the perfect companion to your production drill line, existing plasma robot, or angle line. Let the RoboRail handle the smaller, more time-consuming work, and let your larger, more expensive machines do what they do best!*
- 4) Gone are the days of tedious manual measurements, manual saw cuts, and manual coping operations. Utilize the effort already spent in the office designing your project by eliminating the manual measurements and planning on the shop floor.*



**“MORE PRODUCT...
MORE REVENUE...
MORE VOLUME...”**

Case Study **HGG**



Stephen Chasse
SL Chasse Steel



For Miscellaneous Fabricators

