

Softing Industrial and Bühler AG intensify collaboration for digital innovation and sustainable solutions

Haar, December 10, 2024 – At a meeting at the headquarters of Bühler AG in Uzwil, Switzerland, Softing Industrial Automation GmbH, its Swiss distributor Novitas AG, and representatives of Bühler AG explored the possibilities of a closer partnership. The combination of Bühler's leading role in innovative processing solutions for the food and feed sector and advanced materials technologies with Softing's expertise in connectivity and data management offers great potential. Together, both companies strive to develop sustainable, efficient solutions, supporting customers with improved productivity.

Bühler AG and Softing Industrial have worked together successfully over the past 20 years. Currently, Softing's dataFEED OPC Suite is used as middleware to connect machinery to the Mercury MES, cloud, and SQL database used within a standard Bühler Machine-line architecture. Further activities are focused on integrating the dataFEED OPC Suite into Bühler's digital solutions and supporting joint research and development projects for sustainability initiatives around resource consumption and waste reduction.

The collaboration opens up new opportunities for customers to monitor production processes in real-time, analyze data intelligently, and achieve greater operational efficiency while reducing environmental impact.

Focus on sustainable digitalization

Bühler AG is an international company specializing in solutions and services in the fields of food and feed processing, advanced materials, and digital technologies. Greater efficiency, sustainability, and safety along the entire value chain are at the heart of digital development for Bühler. Digital solutions

in the areas of the Internet of Things (IoT) and Artificial Intelligence (AI) are intended to make processes more economical and environmentally friendly.

Bühler Insights: Data integration for future-oriented industrial processes

One focus of the cooperation between Bühler AG and Softing Industrial is the Bühler Insights digital platform. This powerful tool uses data-driven insights for remote monitoring and predictive maintenance to optimize productivity and performance in industrial processes. For data integration, Bühler uses Softing's dataFEED OPC Suite. This all-in-one software supports various protocols and formats to collect data from different machines and systems, making it available for analysis, cloud applications, and other IT systems.

Additionally, Bühler plans to use the dataFEED OPC Suite in new digital solutions and sustainability projects aimed at further reducing resource consumption and waste.

“We see great potential in working with Softing Industrial to advance the development of state-of-the-art and sustainable solutions,” says Kurt Geiger, Department Manager R&D Software, Bühler AG. “Our customers expect us to provide solutions that not only increase efficiency but also focus on sustainability and flexibility. Together, we can fulfill this requirement even more effectively.”

Jason Minto, Vice President Global Sales, Softing Industrial Automation GmbH, adds: “Our expertise in data integration and connectivity allows us to design innovative solutions for networked processes that increase productivity while significantly reducing the ecological footprint.”

Working together for connected and sustainable industrial processes

The closer cooperation between Softing Industrial and Bühler AG opens the possibility of supporting networked and resource-saving production processes. Together, the companies can develop digital solutions that optimize real-time monitoring, predictive maintenance, and data-driven

efficiency improvements - to significantly advance sustainability and productivity in the industry.

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From left to right: Yajun Zhu (Team Lead Intl. Channel Sales, Softing Industrial), Rico Colombo (Managing Director, Novitas AG), Pascal Schneider (Head of Product Management, Novitas AG), Adrian Ribi (Team Manager, R&D Software - Digitalization and Plant Automation, Bühler AG), Roland Kaiser (Head of Indirect Material & Investments, Bühler AG), Kurt Geiger (Department Manager R&D Software, Bühler AG), Jason Minto (Vice President Global Sales, Softing Industrial), Andreas Röck (Product Manager, Softing Industrial)

About Bühler AG

Founded in 1860, Bühler AG has become a global leader in industrial process engineering, providing solutions that serve billions of people worldwide. With a commitment to achieving carbon neutrality and zero waste, Bühler continues to push the boundaries of what's possible in sustainable manufacturing, digitalization, and efficiency across multiple industries.

About Softing Industrial

Softing Industrial connects disparate automation components to feed data from the shop floor to the cloud for control and analytics. The company's products enable communications networks to be monitored and diagnosed to ensure a reliable data flow, thereby creating the basis for optimizing production processes. For more information, please visit <https://industrial.softing.com>

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