

Robotics E-Book

Target your best prospects looking to invest in robotic packaging solutions.

Stop chasing leads and start closing deals. Reach qualified buyers actively seeking innovative solutions like yours. Packed with actionable information, our Robotics E-Book is written by an industry-expert editor and empowers you to connect with active buyers.

We will promote the e-book to pre-qualified packaging professionals— Allowing you to fuel your sales pipeline with contacts who download the e-book.

3-month promotion



Email campaigns



Social media campaigns



Digital ads and modal pop-ups on packworld.com

Upcoming Topics

Rethinking Packaging Robotics: Prioritizing Flexibility to Combat “Brittleness”

[SOLD OUT]

Rethinking Packaging Robotics: Financial Justification Strategies

In this e-book, we explore the idea of positive-sum automation and how to best augment human capabilities with robots. Measuring success today must move past productivity as a justification for robotics and focus in on empowering and unburdening the human worker. Readers will learn new key performance indicators for robot success that include looking beyond output and taking a more holistic approach.

Closing: July 1 • Materials: July 8 • Release Date: August 1

Reducing Risk in Packaging Robotics Automation Projects

How do companies justify & implement robotics and who are the key people involved? Which one lends itself to more success, a bottom-up approach with line workers making recommendations or top-down with management and C-suite making the decisions? Readers will discover the secret for success and reducing risk in their robotics project while allowing decision-makers to see the entire project picture.

Coming in 2025

Robotics E-Book Lead Qualifying Questions

Which uses of robots or cobots most interest you: (select all that apply)

Primary Packaging

- Thermoform/primary tray loading
- Bag/pouch handling
- Bottle handling
- Container loading
- Kit assembly
- Multipack
- Package inserts
- Variety pack

Secondary Packaging

- Can stacking
- Carton loading
- Case packing
- Case erector/case sealing
- Tray loading and unloading
- Variety packing/bundling
- Palletizing/Depalletizing

Not Applicable

Other

When do you anticipate having a need for robots/cobots at your facility?

- Within the next 12 months
- Between 1-3 years
- Just researching for the future

Are you interested in or exploring the use of collaborative robots (cobots) in your plant?

- Yes
- No

Price | \$5,600

For more information and to book your ad, contact your PMMI
Media Group sales representative or sales@pmmimediagroup.com

