

## Products4Automation launches in the UK

Products4Automation, a new type of automation company, is being launched in the UK by Paul Hurst, who was previously UK Managing Director of Citect, a global provider of SCADA and MES solutions. Products4Automation is taking a customer- focused approach that aims to supply systems integrators and end users with state-of-the art automation hardware and software from market leaders, eliminating the inflexible single brand approach of large automation companies.

"Too many companies are having their production put into inefficient straight-jackets by the 'one- brand- suits- all' approach of large automation suppliers," said Paul Hurst. "This is particularly true of MES systems where, in many instances, users have to adapt their production to suit the rigid structure of the MES modules supplied. This is an untenable situation, and one that we aim to change with our Production Intelligence system, which we will be launching in the near future. However, our initial objective is to ensure that our customers get the best mix of hardware and software products to optimise their applications, with the best in application and technical support from experienced automation engineers."

Building upon Paul Hurst's wide ranging experience in PLC, SCADA and MES systems, P4A's product range is comprehensive including Proface touch-screen HMI's and flat panel PCs, Win-911 alarm notification SCADA software plug-ins, TOPCCC intelligent I/O plug-in interface modules and Monitran high resolution displays and a full range of Production Intelligence software solutions from the Felten Group.

"We see our Production Intelligence solution as a feed -through mechanism for our range of accessory products," said Paul Hurst. "However, until its launch we will be using our extensive contacts with users of PLCs and SCADA systems to provide a single source supply for system components that are often neglected but instrumental to the optimised operation of the latter systems."

"Our longer term goal with regard to Production Intelligence is to provide a totally new dimension of productivity for UK industry. We will be able to achieve this because Production Intelligence is superior to classic technical MES approaches to productivity, which only have limited effect as they rely too much on automation."

"The Production Intelligence philosophy is different. Its technical approach is to define all process elements of production sequences – from orders to operating instructions or quality definitions – as objects. These objects take attributes, thus creating a content level in which completely free linking is possible. That way, content becomes an integrating element. This makes possible an intelligent design of workflows because the production managers can decide flexibly how each single process is built from automated and manual components: – it's definitely the way forward."

## About P4A

Products4Automation (P4A) is a specialist supplier of new and innovative software and hardware solutions to the UK market. Products ranges available from P4A include the latest touch-screen HMI's and flat panel PCs, SCADA software and plug-ins, a wide range of SCADA enabled hardware, Alarm plug-in software for large automation systems, and a full range of Production Intelligence software solutions.

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## Editor Contact

DMA Europa Ltd. : Brett Davies

Tel: +44 (0)1299 405454



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AUTOMATION

Web: [www.dmaeuropa.com](http://www.dmaeuropa.com)

Email: [admin@dmaeuropa.com](mailto:admin@dmaeuropa.com)

## Company Contact

Products4Automation : Paul Hurst

Tel: +44 (0)845 077 3858

Web: [www.products4automation.com](http://www.products4automation.com)

Email: [paul.hurst@products4automation.com](mailto:paul.hurst@products4automation.com)