

**Mitsubishi Electric and Ashdale Engineering celebrate 35 years of delivering advanced automation projects**

**Mitsubishi Electric and its Automation Solution Partner, Ashdale Engineering, are celebrating 35 years of partnership, focused on bringing highly customised, effective automation solutions to a variety of industries in Northern Ireland. Spanning over three decades that featured significant technical innovations, the anniversary marks an occasion to look back at key achievements reached by the two companies and how their relationship has grown.**

During this 35-year period, Mitsubishi Electric has assisted the electrical engineering and system integration specialist with state-of-the-art equipment technical support. This dedication to helping Ashdale Engineering deliver value-adding solutions to the market has been driving the company's competitiveness as well as that of its customers.

Ashdale Engineering, in turn, has continued to grow and become an integral Automation Solution Partner. From investing in talent to training members of its team to become Mitsubishi Electric Certified Engineers, the company has ensured that it can help end users and OEMs benefit from the latest advances in automation. Over time, Ashdale Engineering has also become one of the largest stockists of Mitsubishi Electric equipment in the region and has had its facility recognised as a Centre of Technical Excellence. Also, thanks to the close relationship with the automation vendor, it has been shedding a unique light on the needs of different industries to help the development of new products.

In addition to offering new, cutting-edge solutions to companies across industry, the longstanding partners have been upgrading machines and

existing setups, extending equipment service life while ensuring high reliability. In particular, one of the first Mitsubishi Electric PLCs installed by Ashdale Engineering in a mill approximately 35 years ago is still running today.

Paul Ford, General Manager at Ashdale Engineering, comments: “We’re confident and proud to offer Mitsubishi Electric products as part of our solutions and it’s an honour and privilege to work with a partner that values the business relationship so highly. We were first drawn to the company for the reliability and broad range of its products, which we still recognise to this day, but we quickly came to realise that there was so much more that we could benefit from. The high level of technical support, mutual trust, collaborative approach and shared vision have helped us to deliver best-in-class projects for our customers. Northern Ireland is a melting pot of different industries, all with highly specific needs, and we strive to deliver the best solution possible for every project with great effort and tenacity.”

Adrian Gubbins, Factory Automation Business Unit Manager at Mitsubishi Electric, concludes: “Nurturing our Automation Solution Partner base is extremely important for us, and we couldn’t be prouder to have such a remarkable and longstanding relationship with Ashdale Engineering. The company is a true solution provider, as it goes above and beyond to understand customer requirements and help them benefit from the exact system that they need to succeed. One project I remember fondly is how we worked hard with our partner to develop a highly customised interface that would address the very specific needs of a local water treatment facility. Over the years, this same approach has helped us push the boundaries of what is possible, helping to create highly innovative and ambitious setups. Even more, we truly appreciate their unique insights, as they help shape our development activities based on real industry needs. We look forward to working together for another 35 years and beyond!”

**Image captions:**



**Image Caption:** Mitsubishi Electric and Ashdale Engineering celebrate 35 years of delivering advanced automation projects. [Source: Mitsubishi Electric Ireland]

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**Note to Editor:** if you would like the text in another language, please contact Kiki Anderson at DMA Europa – [kiki.anderson@dmaeuropa.com](mailto:kiki.anderson@dmaeuropa.com)

**About Ashdale Engineering Ltd.**

Ashdale Engineering are a specialised electrical engineering company established in 1979, employing mostly electrical engineers and technicians. Their main expertise lies in PLC control, factory automation, variable speed drives (inverters/VSDs), HMI's, machine safety solutions, instrumentation, sensing, measuring, barcoding, energy efficiency, SCADA, industrial networking solutions, remote monitoring, fire & security systems and UPS Power Protection Solutions.

Proud to be locally owned and based in Belfast Northern Ireland, Ashdale Engineering offer independent advice and solutions. Ashdale supply and support a wide range of customers in every manufacturing sector as well as in the health, finance, commercial, transport and public sectors.

Web: <https://www.ashdale.co.uk/>

### **About Mitsubishi Electric Corporation**

With more than 100 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Mitsubishi Electric enriches society with technology in the spirit of its “Changes for the Better.” The company recorded a revenue of 4,476.7 billion yen (U.S.\$ 36.7 billion\*) in the fiscal year ended March 31, 2022.

For more information, please visit [www.MitsubishiElectric.com](http://www.MitsubishiElectric.com)

*\*U.S. dollar amounts are translated from yen at the rate of ¥122=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2022.*

### **About Mitsubishi Electric Factory Automation Business Group**

Offering a vast range of automation and processing technologies, including controllers, drive products, power distribution and control products, electrical discharge machines, electron beam machines, laser processing machines, computerized numerical controllers, and industrial robots, Mitsubishi Electric helps bring higher productivity – and quality – to the factory floor. In addition, its extensive service networks around the globe provide direct communication and comprehensive support to customers. The global slogan “Automating the World” shows the company’s approach to leverage automation for the betterment of society, through the application of advanced technology, sharing know how and supporting customers as a trusted partner.

For more about the story behind “Automating the World” please visit:

[www.MitsubishiElectric.com/fa/about-us/automating-the-world](http://www.MitsubishiElectric.com/fa/about-us/automating-the-world)

### **Factory Automation Ireland**

Mitsubishi Electric Europe B.V. Factory/Industrial Automation- Ireland is located in Dublin, Ireland. It is a part of the European Factory Automation Business Group based in Ratingen, Germany which in turn is part of Mitsubishi Electric Europe B.V., a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan.

The role of Industrial Automation – Irish Branch is to manage sales, service and support across its network of local distributors throughout Ireland

For more information, please visit [ie.mitsubishielectric.com/fa](http://ie.mitsubishielectric.com/fa)

### **About e-F@ctory**

e-F@ctory is Mitsubishi Electric's integrated concept to build reliable and flexible manufacturing systems that enable users to achieve many of their high speed, information driven manufacturing aspirations. Through its partner solution activity, the e-F@ctory Alliance, and its work with open network associations such as the CC-Link Partners Association (CLPA), users can build comprehensive solutions based on a wide ranging "best in class" principle.

In summary, e-F@ctory and the e-F@ctory Alliance enable customers to achieve integrated manufacturing but still retain the ability to choose the most optimal suppliers and solutions.

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