

## **Optimal unveils new website that puts customer digitalisation journeys centre stage**

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**Optimal Industrial Automation has launched its new and improved company website, aimed at providing customers an enhanced online experience as well as easy access to valuable resources and technology insights. Available at <https://optimal-ltd.co.uk>, the site offers a comprehensive hub to visitors looking for key information on factory automation and state-of-the-art industrial control systems for manufacturing and processing facilities.**

As an expert industrial automation and system integration specialist, Optimal continuously invests in updating its services and improving the accessibility of data-driven solutions to help drive the adoption of Industry 4.0 applications. The launch of its new website is a testament to the company's commitment to promoting innovation, delivering advanced engineering solutions and fostering lasting relationships with its customers.

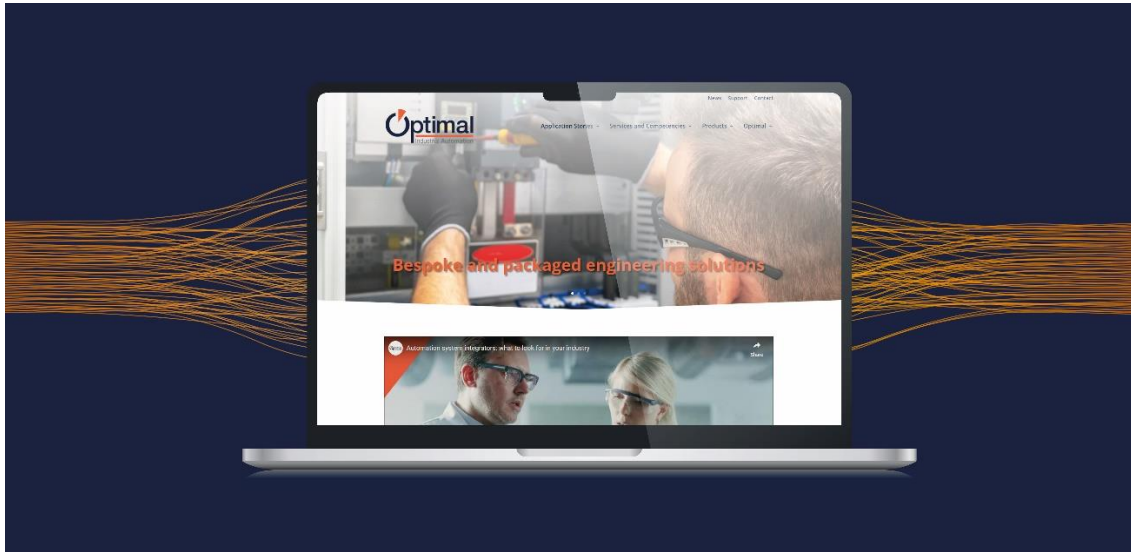
As a rich content hub, the new site offers high-value, free resources to help companies better understand the landscape of industrial automation and control systems for smart manufacturing. For example, visitors can access Optimal's virtual exhibition stand, which features an interactive product showcase consisting of full-scale models of automated machines developed by the company's engineers, such as iPass for MDI. This is a robotised system for the accurate detection of leaks within pressurised metered dose inhalers (pMDIs). Visitors can also learn more about the new SciYbotic product developed by Optimal – the SciYbotic TT-A60 machine – with videos and other resources.

These virtual representations provide extensive information on how robotised and autonomous setups can benefit key production and processing activities through more responsive, data-driven operations. In addition, visitors can learn more about the real-world applications of Optimal's solutions through compelling case studies. Gaining insights into how the company's innovative automation systems have positively impacted various industries is made easier by a user-friendly and responsive interface that supports intuitive navigation to help visitors access information on the go.

“As a company at the forefront of industrial automation, we understand the importance of seamlessly connecting with our customers. The launch of our new website is a significant step forward in our unwavering commitment to delivering exceptional support,” shares Alan Messenger, Sales Director at Optimal. “It is more important than ever to make it as easy as possible for companies to find information on solutions that will drive the efficiencies needed to keep their operations constantly progressing and improving. Our industry-leading services and solutions are designed to help customers advance in the digital transformation of their businesses.”

***To learn more about Optimal, explore the new website and discover the latest advancements in industrial automation, visit: <https://optimal-ltd.co.uk/>***

**Image captions:**



**Image 1:** Optimal Industrial Automation's new website highlights the benefits offered by industrial automation as well as how the company can support the digital transformation of businesses.

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## **About Optimal Industrial Automation (OIA)**

Optimal Industrial Automation has more than 30 years' experience building, integrating and optimising manufacturing automation systems for challenging and highly regulated industries. Projects are typically for the pharmaceutical, life science, chemical, aerospace, green energy, food & beverage and other high-value process sectors. The company's primary aim is to deliver measurable reductions in production costs, while finding substantial improvements in productivity, product quality and business sustainability. Part of its capability in achieving this aim is experience in the implementation of Optimal's print and inspect system product – synTI®, plus sister company Optimal Industrial Technologies' leading PAT based process management software platform synTQ.

The company employs a large technical team qualified in software, electrical, electronic, vision and control hardware disciplines. The team has built and developed individual machines and process skids to meet regulations such as FDA 21 CFR Part 210/211 – Pharmaceutical Industry GMPs, and FDA 21 CFR Part 11 – Electronic Records and Signatures. It is also ISO accredited and has years of experience working within GAMP guidelines.

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