



THE DURABILITY OF BROTHER GEARMOTORS WITHSTANDS HARSH AGRICULTURAL AND FARMING ENVIRONMENTS

THE PARTNERSHIP

Brother International Corporation has earned its reputation as a premier provider of industrial solutions that help to revolutionize business and warehouse applications.

Woodside Electronics Corporation (WECC) is a global leader in developing industrial optical color and sorting equipment for the agricultural industry. Units currently in use include those for tomatoes, blueberries, and wine grapes.



THE NEED

WECO requires gearmotors to run their optical sorting equipment that can hold up in the agricultural industry, which includes exposure to climate as well as repetitive contact with fruit and nut processing. Blankiet Estate and Winery utilizes the WECO optical sorters during their grape harvest season. The grapes need to be harvested and sorted within a limited timeframe in order to develop the quality wine that the boutique vineyard is known for. This requires the optical sorting machine and its components to run reliably to minimize the need for downtime during the crucial harvest season.

“It’s extremely important to have reliable equipment that’s going to run exactly how you need it to ensure we get work done without any interruption,” said Graham Sherman, Assistant Winemaker at Blankiet Estate.



THE SOLUTION

WECO partnered with Brother as its OEM gearmotor supplier. Brother provides account management, customer service, and engineering support of its gearmotors throughout the initial setup and ongoing support of WECO’s optical sorting equipment.



“Our job is to make sure that the components we source are both compact and robust, and that’s one of the reasons why we chose the Brother Gearmotor solution. They’ve been quick to meet our needs and the needs of our customers at the same time.

BRYAN CHAMBERS

Sales Manager, Wine and Grape Division, WECO

THE RESULT

“The agriculture industry is changing – it’s becoming more automated. When we started with WECO, they were only using Brother for one of their products. But because of our customer support and the partnership with our engineers and theirs, WECO is now using Brother for all of their sorting equipment,” noted Dan Lydigsen, Senior Director of Brother Gearmotor.

The quality and reliability of Brother gearmotors drives the continued success of WECO and its optical sorting equipment. The electrostatic application of high-quality paint ensures a water-tight seal, and the efficient design and use of high-grade grease helps to increase operational efficiencies and reduce downtime.

To learn more about Brother’s full portfolio of products and solutions, please visit www.brother-usa.com