

Manufacturing with Robots and Automation Drives Growth for Noble Plastics

For Immediate Release

ROCHESTER HILLS, Mich., September 24, 2014 – FANUC America Corporation has released a new YouTube video about [Noble Plastics Inc.](#), a Grand Coteau, Louisiana-based contract manufacturer for plastics materials that has seen tremendous growth and expansion with the help of robots and automation. Watch the video [here](#).
<<http://youtu.be/UaArJMR8tn4>>

According to Missy Rogers, Noble Plastics' president since 2000, the company purchased its first [industrial robot](#) from FANUC with no prior experience in using robotics for manufacturing. She knew, however, that in order to win contracts purchasing robots for automation was crucial. "14 years later here we are, we can't imagine putting in a manufacturing cell without automation," said Rogers.

Noble Plastics has greatly increased its business and work force since incorporating robotics and automation. The company prides itself on being an enjoyable, innovative workplace for employees who often work side-by-side with the automation. "Some customers ask the question, don't the robots make your employees nervous that they're going to take their job?" said Scott Rogers, Technical Director, Noble Plastics. "And the answer is, no – Our employees really drive the use of those systems and the expansion of those systems into other areas."

"We used to have a buzzword: 'Exploit technology, not people,' added Missy Rogers. "Low-cost labor exploits people. Efficient manufacturing exploits technology; that's what we do here."

Rogers says she has seen a resurgence in manufacturing since the recession, and credits automation for the revival. "What's coming back is stronger than it's ever been. In a global marketplace, relationships are important, but you have to have the quality that goes with that. Automation gives us a consistent, reliable process ... and that gives our customers the best result."

About Noble Plastics

Noble Plastics Inc. has the expertise and hardware needed to handle engineered resins, high heat resins, post-mold secondary processes, and assembly. With current injection molding capabilities up to 730 tons, CNC machining processes, 6-axis robotic handling

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and 100% process recording, Noble Plastics provides reliable documented manufacturing and utilizes the latest in inspection technology and statistical analyses to streamline the qualification process.

Design services are also available to assist with metal to plastic conversion, prototyping, presentation materials, and short run R&D development processes are also within Noble Plastics' capabilities. Noble Plastics' team of engineers and designers holds multiple patents, conducts technical research, and participates and presents at industry conferences. After qualification of parts, Noble Plastics' staff can provide warehousing, order fulfillment, shipping, and inventory services. With ISO 9001, ITAR, and WOSB certifications, Noble Plastics' team of professionals can be a valued part of your chain of suppliers. Noble Plastics became a FANUC America Authorized Integrator in 2014.

About FANUC America Corporation

FANUC America Corporation is a subsidiary of FANUC Corporation in Japan, and provides industry-leading CNC Systems, robotics and ROBOMACHINEs. FANUC's innovative technologies and proven expertise help manufacturers in the Americas maximize efficiency, reliability and profitability.

For more information about FANUC America Corporation call: 888-FANUC-US (888-326-8287), or visit: <http://www.fanucamerica.com/contact-us>. See FANUC America on [YouTube](#), [Facebook](#), [Twitter](#), and [Google+](#). FANUC America is headquartered at 3900 W. Hamlin Road, Rochester Hills, MI, 48309. FANUC America has facilities in: Atlanta; Boston; Charlotte; Chicago; Cincinnati; Cleveland; Dallas; Indianapolis; Los Angeles; Minneapolis; Montreal; Pine Brook, NJ; San Francisco; Toronto; Buenos Aires, Argentina; Sao Paulo, Brazil; and Aguascalientes, Mexico City and Monterrey, Mexico.

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