

ENGINEERING SERVICES THAT DELIVER

HOW CUSTOMER FOCUSED DESIGN FROM WSA USA LLC IS TRANSFORMING AUTOMATED MATERIAL HANDLING IN THE CORRUGATED INDUSTRY.

In today's corrugated and paperboard manufacturing landscape, uptime, throughput, and labor efficiency have never been more critical – or more difficult to achieve. As material handling grows increasingly complex and customer demands accelerate, the industry is shifting toward highly automated, precisely engineered systems capable of delivering consistency, safety, and agility. For converters and integrated plants seeking to remain competitive, partnering with WSA USA LLC engineering team places customer

needs at the center of every design decision is becoming not just advantageous, but essential.

Across the US and Canada, manufacturers are turning toward WSA engineering partner who combine technical understanding with a holistic service model spanning system design, material handling layout optimization, automation strategy, and full project execution. This customer facing engineering approach doesn't simply deliver equipment, it delivers outcomes. It ensures plants receive automation solutions built

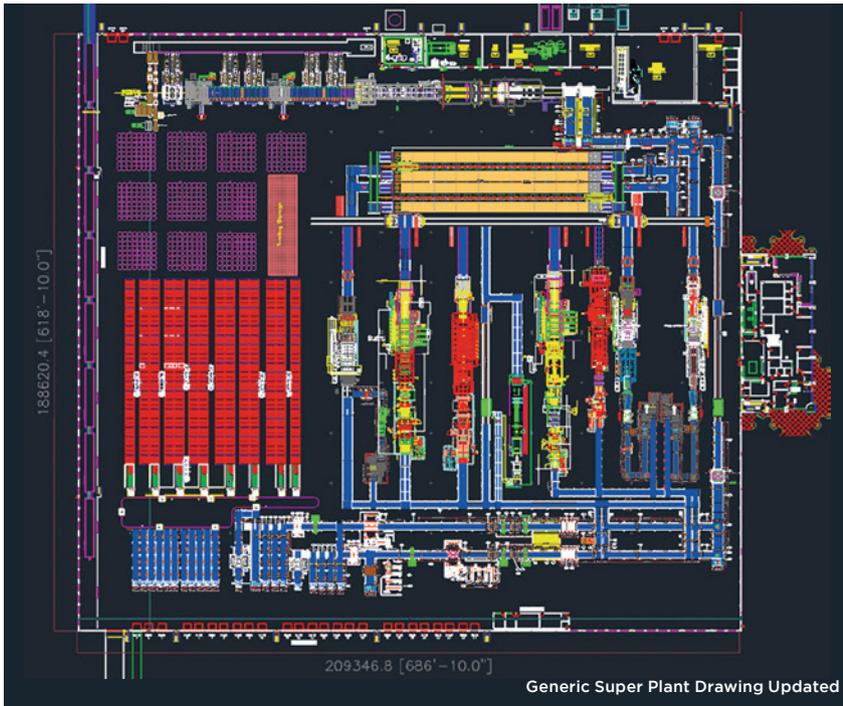
around their unique operational realities, workforce requirements, future state business goals, and competitive pressures.

Customer Centered Design

The foundation of an effective automated material handling system is thoughtful, customer driven design. While technology continues to advance – from robotics to conveyance intelligence to sensor driven quality control – technology alone does not solve operational bottlenecks. Instead, the real differentiator is how WSA USA LLC engineering team engage customers early and often.

WSA USA begins each project with comprehensive discovery sessions, on site evaluations, and collaborative concept development. These conversations uncover critical insights:

- How does material flow vary by product mix, order profile, or shift?
- Where do bottlenecks occur today?



- Equipment spacing for serviceability and safe operator access;
- Line balancing to eliminate choke points;
- Future upgrades, extensions, or additional automation zones;
- Integration of conveyors, transfer cars, AGVs, palletizers, and strappers;
- Interaction between labor and automation to create ergonomic workflows.

Because each manufacturing environment has individual constraints, plant footprints, and changeover requirements, layout development becomes a collaborative exercise between their engineering, operations, maintenance, and safety teams.

The result is a system that not only moves material efficiently but protects workers, simplifies training, and minimizes the unplanned downtime that often stems from poor line design.

Engineering Led Project Management

Automation projects in the corrugated and paperboard sector involve dozens of stakeholders,

- What ergonomic or safety challenges must be addressed?
- What future investments or product expansions should the system be prepared to support?

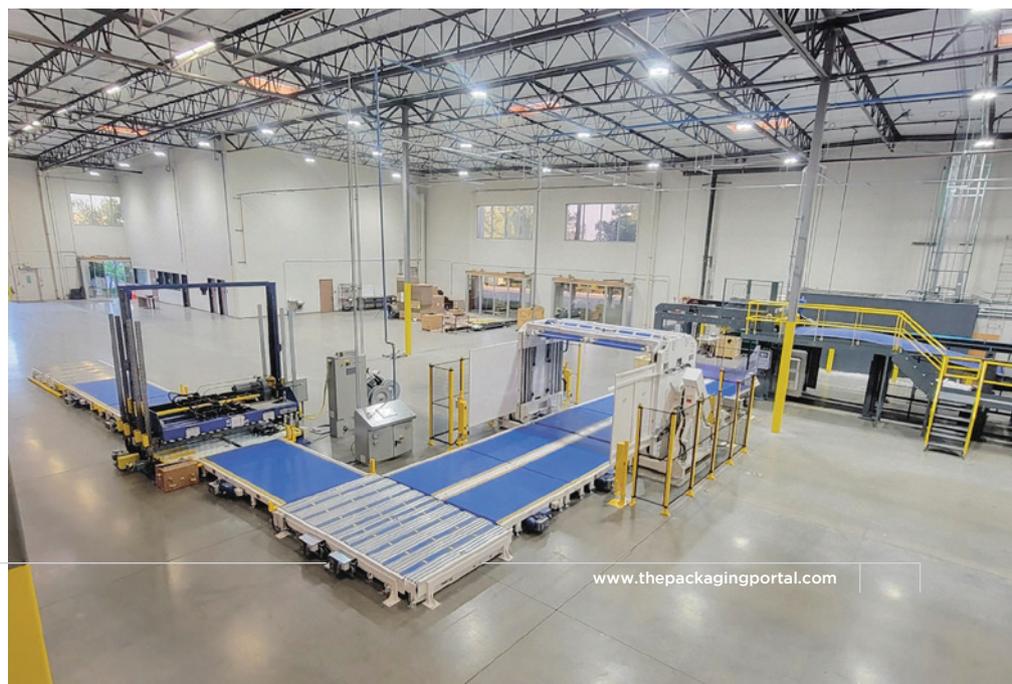
By building a design philosophy around these conversations, their engineering teams can transform customer inputs into system architectures that are scalable, safe, and tailored to real-world production demands. Whether optimizing high speed bundle lines, integrating robotic palletizers, automating dunnage placement, or designing accumulation zones for multipoint flows, customer involvement is a core part of the engineering process—ensuring the final system performs in practice, not just in theory.

Material Handling Layout Expertise

Their material handling layouts are more than drawings; they are strategic tools that define how a

facility moves, produces, and grows. In corrugated plants – where board sizes vary, stack configurations shift, and production speeds are high – precision in layout design is directly tied to profitability.

WSA USA’s customer facing engineering teams leverage simulation tools, 3D modeling, and operational data to map the optimal flow of goods from infeed to outfeed. Their layout strategies consider:





suppliers, and phases – equipment design, installation, controls integration, testing, safety validation, and operator training, to name a few. WSA USA's structured project management, manage these complexities that can jeopardize timelines, budgets, and production readiness.

WSA USA's customer-facing engineering organization bring dedicated project managers and engineers who serve as the single point of accountability from kickoff through commissioning. Their focus typically includes:

- Coordinating mechanical, electrical, and controls engineering teams;
- Managing vendor relationships and long lead components;
- Overseeing equipment fabrication and staged testing;
- Aligning site readiness, utilities, and IT/OT infrastructure;
- Running detailed installation schedules and shift by shift execution;
- Ensuring safety protocols meet or exceed industry standards;
- Leading operator and maintenance training to accelerate adoption.

WSA USA's disciplined project management model reduces customer risk by ensuring full visibility, predictable milestones, and rigorous communication. It transforms large-

scale automation – from new production lines to retrofit upgrades – into an organized, transparent process that keeps facilities operating with minimal disruption.

Automation that Adapts to Customers

The best automation systems are those that meet customers where they are and scale with them over time. This means designing with flexibility: modular conveyors, reprogrammable logic, adjustable accumulation areas, and plug and play stations for future robotics or quality inspection modules.

As labor markets tighten, order profiles diversify, and speed to market becomes a defining competitive factor, adaptability is emerging as the central requirement for any material handling design. WSA USA's customer focused engineering team understands this and builds solutions that evolve – whether a plant is expanding capacity, adding smart factory integrations, or shifting production strategies to support e-commerce growth.

Driving ROI Through Partnership, not Just Equipment

The true value of WSA USA's engineering services lies in long term partnership. By engaging WSA

USA's engineering team early in strategic planning often benefit from:

- Lower total cost of ownership through optimized layouts and right sized automation;
- Faster project cycles due to clear communication and collaborative planning;
- Reduced downtime through better training, documentation, and proactive maintenance recommendations;
- Higher throughput and more consistent quality due to data driven design decisions;
- Scalable platforms that support future growth without major redesign.

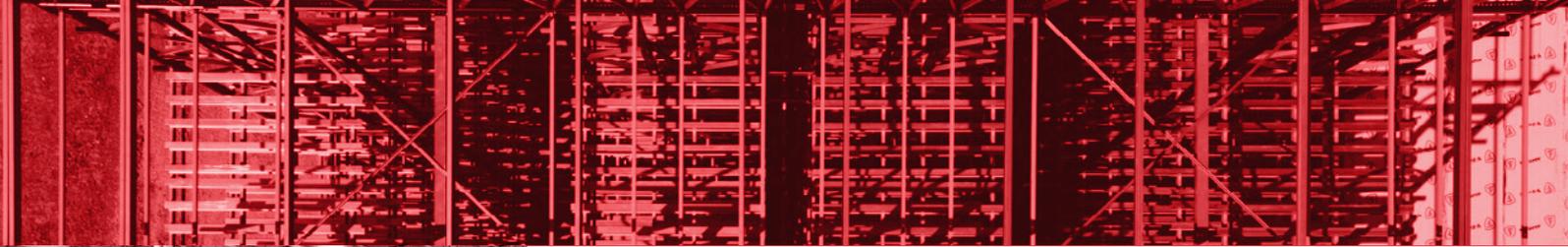
In a competitive landscape where margins are tight and pressure is high; these advantages compound year after year.

Engineering Services Built Around the Customer

As corrugated and paperboard producers across North America navigate increasing demand, workforce shortages, and rising expectations for precision and speed, WSA USA's engineering partner prioritizes customer engagement, tailored design, and disciplined project execution are redefining what best-in-class automation looks like.

Their engineering services go beyond technology delivery – they build confidence, capability, and competitive advantage into every facility they touch. For manufacturers seeking solutions that are as customized as their customers' needs, customer facing engineering teams are becoming indispensable allies in shaping the future of material handling automation.

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YOUR MATERIAL HANDLING
& AUTOMATION PROCESS?

We provide customized solutions for your entire plant.

Whether you're equipping a new plant, upgrading an existing facility, or looking for automation equipment for specific machinery, WSA-USA delivers comprehensive solutions.



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