

# WEISS WORLD. PRESS INFORMATION.



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GREAT SOLUTIONS

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## +++ **New start-up** **facilitates access to robotics** +++

**Schubert Business Development GmbH (Crailsheim, Germany) and WEISS GmbH (Buchen, Odenwald, Germany) have founded a new start-up, pssbl. Robotics GmbH. The goal of this entity is to simplify the introduction of robotics in machine and plant manufacturing. CEO Tobias Frank's solutions in support of this goal comprise integrated robot packages and a control platform that is partially based on AI.**

The idea behind the start-up is as simple as it is revolutionary. pssbl.'s goal is to make robotics intuitive, user friendly, and adaptable. Integral to this concept is making these technologies accessible to everyone. The start-up plans to design solutions that can be applied regardless of users' capabilities, technical expertise, language, and basic parameters. Furthermore, the platform's interfaces are open for the integration of plant and machine manufacturers' expertise into the system. CEO Tobias Frank from pssbl. shares, "Automation and robotics are the drivers of economies with strong production, which is true of both wealthier countries and developing regions. With pssbl., we enable the economic success of companies regardless of stage of development. By being free from restrictive conditions and incorporating customer expertise, pssbl. will enable ideas to become reality." Tobias, who studied robotics and automation engineering, has been contributing his great wealth of experience to WEISS for more than 10 years.

pssbl. has high standards – and it has the backing of two companies that really know the market in SCHUBERT and WEISS. The two family companies have been successful in machine manufacturing and automation for more than a combined 100 years and are now pooling their experience within the framework of pssbl. The company is headquartered in Buchen, Germany and was entered into the commercial register on November 6, 2023. Schubert Business Development GmbH and WEISS are each 50% owners of the new start-up.

**[www.pssbl.io](http://www.pssbl.io)**

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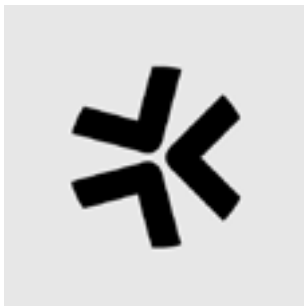
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## Image Captions (Images: pssbl. Robotics GmbH)



Tobias Frank is managing direct of pssbl. Robotics GmbH. He pursues the goal of making robotics applications and the associated controllers adaptable for users.

(image: pssbl-Robotics-Tobias-Frank)



Logo of pssbl. Robotics GmbH  
(image: pssbl-Robotics-Logo)

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## About WEISS

With its automation solutions, WEISS GmbH is one of the world's leading system suppliers in the automotive industry, machine and plant manufacturing, life science, and electronics. The reliable and durable rotary indexing tables, handling units, delta robots, and linear transfer systems are making the industrial production of tomorrow a reality. With its expertise in mechanical, mechatronic, and digital solutions, WEISS paves the way for industrial transformation. By applying their engineering expertise, knowledge of industries and processes, and high affinity for serving customers, the experts assist system integrators and producers in designing and operating innovative and sustainable production plants. The family-owned company with headquarters in the city of Buchen in Germany's Rhine-Neckar metropolitan area, operates on a global scale. Founded in 1967, WEISS now has a staff of around 700 employees in its sales, service, and manufacturing locations in 49 countries.

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## About Schubert Business Development

The principal shareholders of Gerhard Schubert GmbH, Ralf and Gerald Schubert, founded Schubert Business Development in 2020. Their goals in doing so included detecting market trends and opportunities as well as supporting and developing innovations for various sectors.

They also seek partnerships and collaborations with companies in the packaging sector. Heading Schubert Business Development GmbH are principal shareholders Ralf and Gerald Schubert alongside Peter Gabriel. Gerald Schubert and Peter Gabriel are joint leaders of the new company.

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## About Gerhard Schubert GmbH

Gerhard Schubert GmbH is a prominent global market leader in top-loading packaging machines (TLM). The family-owned company from Crailsheim (Baden-Württemberg, Germany) bases its digital, robot-based packaging machines on the coordination of simple mechanics, intelligent control technology, and a high degree of modularity. With this philosophy and its own culture of innovation, the company has blazed completely independent trails in technology for over 50 years.

With its TLM technology, this machine manufacturer provides its customers future-proof, high-performance packaging machine solutions that handle format changes with flexibility and are stable and easy to operate. TLM packaging machines package products of all types for all sectors including food, confectionery products, beverages, pharmaceuticals, cosmetics, and technical products. They handle a variety of packaging media including trays, cartons, boxes, and tubular bags.

Renowned brands such as Ferrero, Nestlé, Unilever, Mondelez, and Glaxo Smith Kline as well as numerous small, medium-sized, and family-run companies count on automation solutions from Schubert. Founded in 1966, the corporate group employs 1600 worldwide and is now being managed by its second generation.

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