

MARKETING OVERVIEW



2021 TO 2023

MARKETING ADVERTISING VENDORS

Beverage Master

Constant Contact

Design News

IEEE GlobalSpec

Lead Forensics

MANA

Material Handling Industry

Multiview

Motion Control On-Line

PinPoint Technologies

NY Manufacturers Register

Packaging Technology

Paper, Film, Foil & Converter

Stratejus

BEVERAGE MASTER

CONTRACT ENDS MARCH 2022

Print/On-Line Advertising: 1/2 full color advert, 6 issues

(Apr/May, June/July, Aug/Sept, Oct/Nov, Dec/Jan, Feb/Mar)

Servo Motion Control Solutions



- Complete Digital Product Line
- Design Engineers on Staff
- Project Engineering Team
- 100% Performance Guarantee
- Synergistic Business Atmosphere
- Forty-plus Years of Experience
- Check out our product line at: www.iis-servo.com/products/

Call us today at (585) 924-9181 to discuss these products in greater detail
Industrial Indexing Systems Inc, 626 Fishers Run, Victor, NY. 14564
info@iis-servo.com ~ www.iis-servo.com

Servo Motion Control Solutions



Bottle Filling Production Line



Automated Production of Beverage Cans

Discover multiple examples of systems that provide solutions to a variety of practical industrial applications. Check out methods used in producing products related to printing, packaging, metal fabrication, sewing, food processing and medical device manufacturing industries.

Our comprehensive product line emphasizes power, speed and accuracy. Connectivity options provide an ability to integrate with a variety of equipment used in automation systems. Check out our solutions at: www.iis-servo.com/applications/

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Motion Control Product Family



 Emerald Automation Controller	 Emerald Servo Drives	 Emerald Motion Language (EML)
<ul style="list-style-type: none">• Complete Digital Product Line• Design Engineers on Staff• Project Engineering Team	Check out our solutions at: www.iis-servo.com/applications/ www.iis-servo.com/products/	<ul style="list-style-type: none">• 100% Performance Guarantee• Synergistic Business Atmosphere• Forty-plus Years of Experience

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Servo Motion Alternative for the OEM



 Luminary Stepper Drives	 Luminary Servo Drives	 Luminary Motion Controller
<ul style="list-style-type: none">• Complete Digital Product Line• Design Engineers on Staff• Project Engineering Team	Check out our solutions at: www.iis-servo.com/applications/ www.iis-servo.com/products/	<ul style="list-style-type: none">• 100% Performance Guarantee• Synergistic Business Atmosphere• Forty-plus Years of Experience

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info@iis-servo.com ~ www.iis-servo.com

BEVERAGE MASTER

Print/On-Line Advertising:

12 x Email PRs

Example:

Can motion control drive your business?

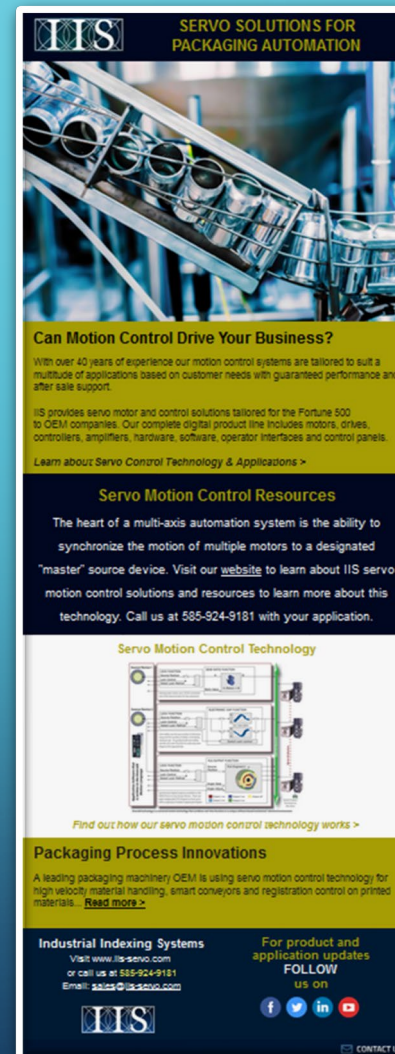
Discover multiple examples of systems that provide solutions to a variety of practical industrial applications. Check out methods used in producing products related to packaging, food and beverage processing, and printing industries: <https://www.iis-servo.com/applications/>

Our comprehensive product line features include emphasizing power, speed and accuracy. Plus, connectivity options providing an ability to integrate with a variety of equipment used in automation systems.

Call us today at 585.924.9181 to discuss the details of your next application needs.

CONTRACT ENDS MARCH 2022

1 x E-Newsletter



The e-newsletter preview features a header with the IIS logo and the text "SERVO SOLUTIONS FOR PACKAGING AUTOMATION". The main image shows a conveyor belt with several metal cans. Below the image, the title "Can Motion Control Drive Your Business?" is followed by a paragraph about IIS's 40 years of experience. A link to "Learn about Servo Control Technology & Applications" is provided. The next section, "Servo Motion Control Resources", describes the importance of synchronizing motion and includes a link to the website. Below this is a "Servo Motion Control Technology" section with a diagram of a multi-axis system. The "Packaging Process Innovations" section mentions a leading packaging machinery OEM. The footer includes contact information for Industrial Indexing Systems and social media links.

12 month on-line banner
linked to IIS web site and
listing with Alignable



The banner features the Alignable logo and the tagline "The Small Business Network". On the right, a blue hexagonal pattern is visible. Below the logo, the text "Industrial Indexing Systems, Inc" and "Victor, NY" is displayed. Three service categories are listed with diamond icons: "Automation System Solutions", "Servo Motion Control Solutions", and "Automation For Factory Floor Systems".



The banner has a dark blue background. At the top, the text "Industrial Indexing Systems, Inc." is written in white. Below this is the large IIS logo. At the bottom, the text "Creating complete systems to solve your motion control needs" is displayed in white.

CONSTANT CONTACT

CONTINUOUS SUBSCRIPTION

Email Marketing Campaign

- Respond to sales leads with a timely email
- Customize email design
- Customize target audience
- Integrates with GoldMine
- Links with social media
- Monthly email campaign links to web landing pages
- Real-time reports tracking tool

Email Campaigns:

Check out all our email campaigns on our [Press Kit](#)



DESIGN NEWS DIRECT

CONTRACT ENDS MARCH 2022

On-line Advertising:

- Spotlight E-Newsletter adverts x 12
- Company profile
- Link to IIS web site
- Videos – update monthly
- News – 2 free monthly PRs
- White papers
- Brochures
- 6 x carousel images – update monthly
- Sales leads & statistics reporting
- Account Portal

Example:

Design News Direct – SPOTLIGHT AD SPECS:

Issue: 11/06/20 Deadline: 10/01/20

Company Name: Industrial Indexing Systems, Inc. (IIS)

Company Contact Name and Email Address:

Michael Hupf <michaelh@iis-servo.com>; Chris Englert <chrise@iis-servo.com>

Product Headline: Synergist B2B Atmosphere

Product Description: 250 Characters with spaces (no URLs or Telephone numbers will be used)

IIS works with the customer to begin a synergistic approach with their goals recommending the components for a system guaranteed to perform as expected. This B2B relationship continues to develop with strong support for installing and commissioning their system's functional operation.

Product Image: 300 X 300 pixels as a JPG (sent as an email attachment)



Video: IIS Video 26 Secs S1 S3 S7.mp4 (sent as an email attachment)

Video: <https://youtu.be/7I4MMjwxiCU>

Company URL: <https://www.iis-servo.com/>

Product-specific URL: <https://www.iis-servo.com/about/>

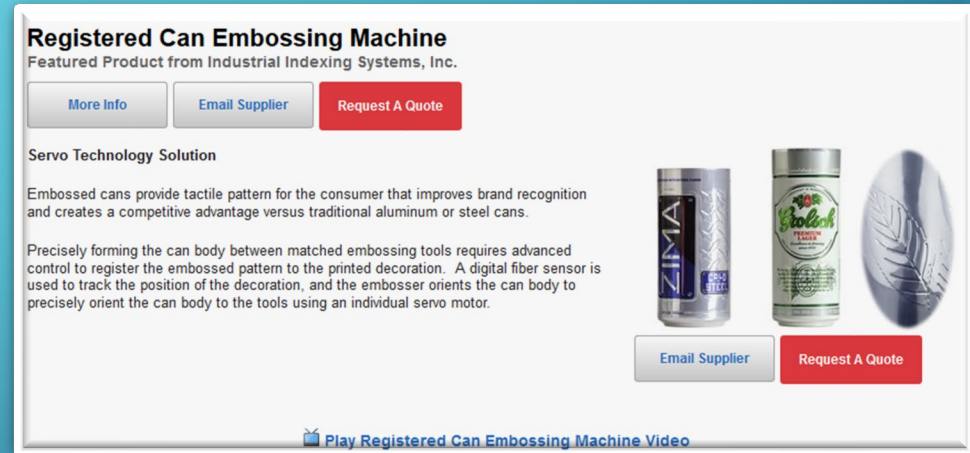
IEEE GLOBALSPEC

CONTRACT ENDS AUGUST 2022

On-Line Advertising:

- [Company profile](#)
- 4 x Advert Newsletters *(Jan, Feb, April, June)*
- 36 Product Alerts
- 48 Product/Service Announcements
- YouTube videos unlimited
- Sales leads & statistics reporting
- Link to IIS web site
- Account Portal

Example:




Registered Can Embossing Machine
Featured Product from Industrial Indexing Systems, Inc.

[More Info](#) [Email Supplier](#) [Request A Quote](#)

Servo Technology Solution

Embossed cans provide tactile pattern for the consumer that improves brand recognition and creates a competitive advantage versus traditional aluminum or steel cans.

Precisely forming the can body between matched embossing tools requires advanced control to register the embossed pattern to the printed decoration. A digital fiber sensor is used to track the position of the decoration, and the embosser orients the can body to precisely orient the can body to the tools using an individual servo motor.



[Email Supplier](#) [Request A Quote](#)

[Play Registered Can Embossing Machine Video](#)

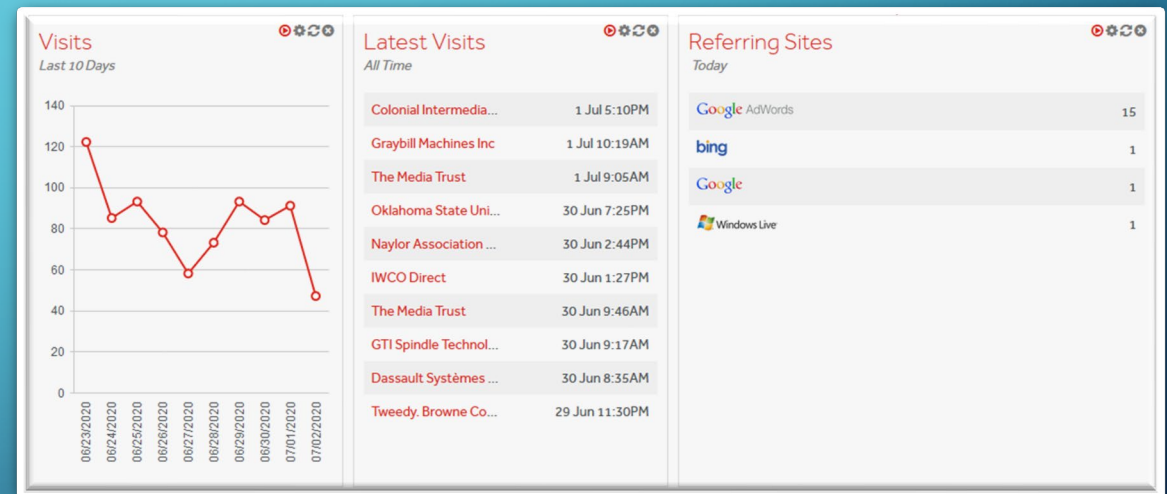
LEAD FORENSICS

CONTRACT ENDS JANUARY 2023

Web Site Traffic Analytics/Sales Tool:

- Lead Forensics on-line software reveals the identity of our anonymous website traffic, and turns them into actionable sales leads.
- Account portal with dashboard statistics

Example:

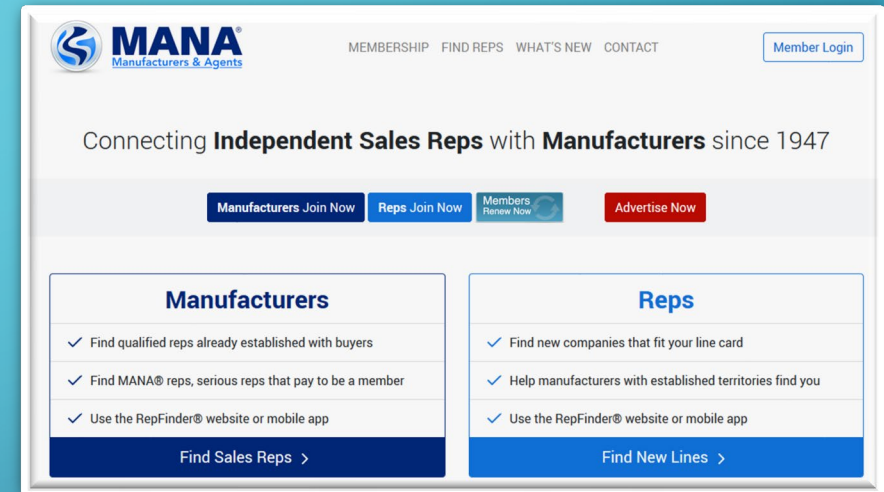


MANA - MANUFACTURERS AGENTS NATIONAL ASSOCIATION

CONTRACT ENDS DECEMBER 2022

Sales Tool:

- MANA is the trade association for professional manufacturers' representatives and those who aspire to be professional representatives
- Member since January 2020
- Account portal



A3 ASSOCIATION FOR ADVANCING AUTOMATION

(MCMA – MOTION CONTROL ON-LINE)

CONTRACT ENDS JUNE 2022

On-Line Listing:

- Global Motion Control Trade Association
- Founded in 2006 and developed to advance the global understanding and use of motion control and related automation technologies to help our member companies and the industry grow. Also offer webinars.
- [Company profile](#)
- Link to IIS web site
- Member since 2017



MATERIAL HANDLING INDUSTRY

CONTRACT ENDS JULY 2022

Print/On-Line Advertising: Quarterly issues (Jan, April, July, Oct)

Click HERE for
on-Line Issues

Servo Motion Control Solutions IIS



- Complete Digital Product Line
 - Design Engineers on Staff
 - Project Engineering Team
 - 100% Performance Guarantee
 - Forty-plus Years of Experience
 - Synergistic Business Atmosphere
- Visit us at: www.iis-servo.com/products/

Call us today at (585) 924-9181 to discuss these products in greater detail
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Info@iis-servo.com ~ www.iis-servo.com

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www.iis-servo.com/applications/



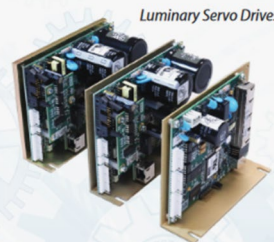
Automated Production of Beverage Cans

Call us today at (585) 924-9181 to discuss these products in greater detail
Industrial Indexing Systems Inc, 626 Fishers Run, Victor, NY. 14564
Info@iis-servo.com ~ www.iis-servo.com

Servo Motion Alternative for the OEM IIS

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- Visit us at:

www.iis-servo.com/products/



Luminary Servo Drives

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Info@iis-servo.com ~ www.iis-servo.com

Servo Motion Control Solutions IIS

IIS provides servo motor and control solutions tailored for companies ranging from Fortune 500 to OEMs. Discover multiple examples of systems that provide solutions to a variety of practical industrial packaging applications at:

www.iis-servo.com/applications/



Automated Production of Beverage Cans

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MATERIAL HANDLING INDUSTRY

CONTRACT ENDS JULY 2022

Digital Retargeting Campaign: 7/19/21 to 10/31/21 and 2/1/22 to 7/31/22

Factory Automation System Solutions



Industrial Indexing Systems, Inc.
www.iis-servo.com



Factory Automation System Solutions



Industrial Indexing Systems, Inc.
www.iis-servo.com



Factory Automation System Solutions
Industrial Indexing Systems, Inc.
www.iis-servo.com



Factory Automation System Solutions

Industrial Indexing Systems, Inc.
www.iis-servo.com



MEDIA BRAINS B2B NETWORK

CONTRACT ENDS FEBRUARY 2023

On-Line Listings:

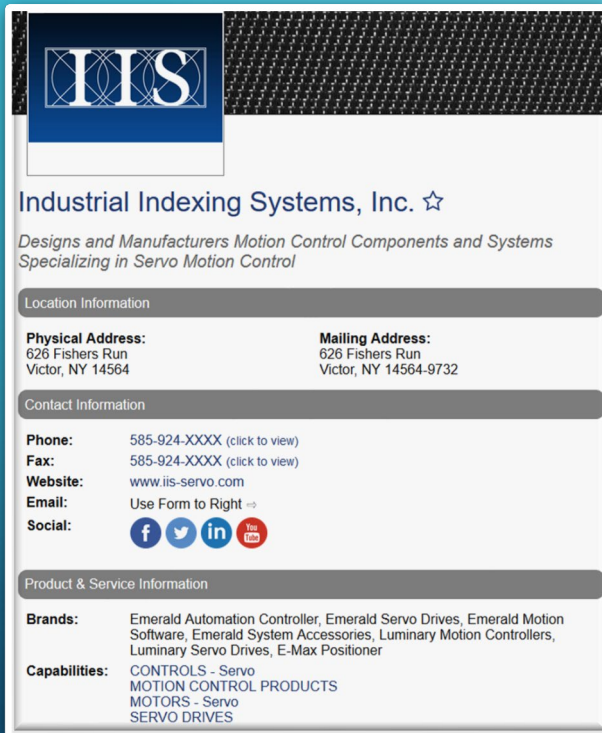


- Company Profile
- IIS Product Listings for:
 - ~ Luminary Series
 - ~ Controller Connectivity
 - ~ Automation Controllers
 - ~ Motors/Amplifiers/Drives
 - ~ Programmable Automation Controllers



MNI – MANUFACTURERS' NEWS INC

CONTRACT ENDS MARCH 2022



IIS

Industrial Indexing Systems, Inc. ☆
*Designs and Manufacturers Motion Control Components and Systems
Specializing in Servo Motion Control*

Location Information

Physical Address:
626 Fishers Run
Victor, NY 14564

Mailing Address:
626 Fishers Run
Victor, NY 14564-9732

Contact Information

Phone: 585-924-XXXX (click to view)
Fax: 585-924-XXXX (click to view)
Website: www.iis-servo.com
Email: Use Form to Right →
Social: [Facebook](#) [Twitter](#) [LinkedIn](#) [YouTube](#)

Product & Service Information

Brands: Emerald Automation Controller, Emerald Servo Drives, Emerald Motion Software, Emerald System Accessories, Luminary Motion Controllers, Luminary Servo Drives, E-Max Positioner

Capabilities: CONTROLS - Servo
MOTION CONTROL PRODUCTS
MOTORS - Servo
SERVO DRIVES

On-Line Listing:

- Industry Net - the industrial search engine
- Company listing
- Link to IIS web site
- Member since 1998

Print Listing:

New York manufacturers Register



MULTIVIEW

CONTRACT ENDS JUNE 2023

Digital Target Advertising Campaign:

- *Paid Search* – SE customization via text adverts, keywords and advert groups.
- *Programmatic Display* - Utilization of a variety of behaviors for our audience to find us online including keywords, URLs, location, browsing behavior and competitor data in real-time.
- *Programmatic Video* - Video connects IIS with a captive audience. Audience is isolated and targeted with our video advert on their favorite websites.
- *Monthly Statistic Reports*



Revolving GIF Files



PINPOINT TECHNOLOGIES

CONTRACT ENDS JANUARY 2022

On-line Advertising:

- Source for email, telemarketing and postal lists
- 4 x Email adverts (August, Sept, Nov & Jan)
- Contact list from email adverts including 'Viewed Only' and 'Click Thru' leads
- Industrial Showcase category
- Click through to IIS URL
- Business lists are unique and developed by in-house research service

**Industrial Manufacturing Product News**

Industrial Manufacturing Products & Services News from Pinpoint Technologies

Because of your work in Industrial Manufacturing we are providing you with a list of the latest products and services related to the plant engineering, maintenance, and management.

The following is a list of the top new products and services critical to your business success. Simply scroll down to view our featured list of products & services and then click on the desired link to learn more.

Featured Products

Industrial Indexing Systems, Inc.




Servo Solutions for Packaging Automation

Servo motion control is the automation technology arena for Industrial Indexing Systems. Our process innovations in packaging applications continue to display advanced and reliable solutions for smart-conveyor and material handling industries.

"Designed with the OEM in mind," IIS offers versatile on-the-fly adjustment capability for electronic gearing, electronic cam profiles, and multi-axis synchronization proven vital in applications for high-velocity material handling, smart-conveyors, and registration control.

[Click here](#)

Industrial Indexing Systems, Inc.

Creating complete systems to solve your motion control needs

Showcasing system capabilities in practical situations

Discover multiple examples of systems that provide solutions to a variety of practical industrial applications. Check out methods used in producing products related to printing, packaging, metal fabrication, sewing, food processing and medical device manufacturing industries.

Features a comprehensive product line emphasizing power, speed and accuracy with connectivity options providing the ability to integrate with a variety of equipment used in automation systems.

[Click here](#)

POWDER & BULK SOLIDS

LISTING ENDS MARCH 2022



POWDER & BULK SOLIDS
The Directory for Dry Processing and Bulk Handling Technology

Home Manufacturers A-Z Representatives A-Z Resources News Events Subscribe

Home » Manufacturer » Industrial Indexing Systems Inc.

Industrial Indexing Systems Inc.

626 Fishers Run
Victor, New York 14564
United States
Phone: 585-924-9181
Fax: 585-924-2169
See map: Google Maps
View Website
info@iis-servo.com

 Request More Information
Contact: -

Industrial Indexing Systems, Inc - designs, manufacturers and specializes in servo motion control. Our systems are designed to suit any application based on customer needs. IIS's servo motors, drives and motion controllers provide automation system solutions and are used in the most demanding applications requiring high performance, high quality positioning accuracy, high reliability and energy efficiency.

Manufacturer Product Categories

- Accessories**
 - Equipment
 - Control Panels
 - Control Systems
 - Drives
 - Motor Control
 - Motors
- Instrumentation & Control**
 - Other Instrumentation & Control
 - Motion Sensors
 - Programmable Controllers

On-Line Free Listing:

- Directory for Dry Processing and Bulk Handling Technology
- Company listing
- Link to IIS web site
- Listed under various 'Manufacturer Product' Categories

RDG MEDIA

CONTRACT ENDS APRIL 2022

PACKAGING TECHNOLOGY TODAY / PAPER, FILM, FOIL & CONVERTER

Print/On-Line Advertising:

- Full page, full color
- 12 issues

PTT – (June, July, Oct, Dec, Feb, Apr)

PFFC – (May, July, Sept, Nov, Jan, March)

PTT issues printed on-line

PFFC issues printed on-line

Servo Motion Control Solutions



Solutions for Industries



Medical Can Embossing Secure Card Packaging Pouch Manufacturing



Packaging Converting Materials Sewing/Quilting Web Control

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Our comprehensive product line emphasizes power, speed and accuracy. Connectivity options provide an ability to integrate with a variety of equipment used in automation systems.

Check out our solutions at:
www.iis-servo.com/applications/



Servo Motion Control Solutions



Beer Filling Production Line



Automated Production of Beverage Cans



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Motion Control Product Family



EMERALD AUTOMATION CONTROLLER

The Emerald EMC-2100™ is an open architecture, high-performance, multi-axis programmable automation controller for applications that demand precise synchronization of multiple servo axes, I/O and auxiliary equipment. Powerful enough to execute all the control functions required in OEM equipment, the EMC 2100 may eliminate the need for additional control devices such as a PLC.



LUMINARY MOTION CONTROLLER

Designed with the OEM in mind, the Luminary Series packs a full featured list of control capabilities into a low cost hardware platform. The Luminary series includes multi-axis capability to control four Luminary drives, and access to 36 I/O points.



LUMINARY SERVO DRIVES

Luminary Drives provide OEMs a low cost, high performance servo drive for applications such as x-y tables, actuators, roll feeders, or any requirement for true position, velocity and torque control. A cost-competitive alternative to stepper controls.



LUMINARY STEPPER MOTORS & DRIVES

The Luminary Stepper drive packs a full complement of interface options. Analog velocity and torque control, digital encoder feedback, and digital input and output control points provide flexible design options needed by the OEM.



EMERALD MOTION LANGUAGE (EML)

The EMC-2100 controller is programmed using the Emerald Motion Language™, a powerful BASIC-like language. Applications are developed with the Emerald Development Environment™ software in a project-oriented Windows environment.



Servo Motion Alternative for the OEM



Luminary Servo Drives



Controlling Speed Can Be Crucial

Precise speed control is crucial for reliable results in a variety of motion control applications. Knowing the speed is set and regulated, within a tolerance of +/- 0.1 RPM for extended periods of time, assures consistent results in applications when pumping or mixing liquids with varying viscosity.

Luminary Stepper Drives



Stepper Drives Deliver Servo Performance

Explicitly designed for OEM machinery control applications, the Luminary Series Stepper Drives from Industrial Indexing Systems offers servo-level motion performance with a full complement of flexible interface design options. Allowing versatile drive interface with full control for less cost.

- Complete Digital Product Line
- Design Engineers on Staff
- Project Engineering Team
- 100% Performance Guarantee
- Synergistic Business Atmosphere
- Forty-plus Years of Experience

Check out our product line at: www.iis-servo.com/products/

Check out our solutions at: www.iis-servo.com/applications/

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RDG MEDIA

CONTRACT ENDS APRIL 2022

PACKAGING TECHNOLOGY TODAY / PAPER, FILM, FOIL & CONVERTER

DUAL AXIS BACK-FOLDING CONTROL SYSTEM  Industrial Indexing Systems, Inc.



Air-conditioned control system cabinet with a removable HMI operator station can be mounted in a position convenient for operator access



Touch Screen Operator Interface

We provide servo solutions for all types of automation. One of our popular packages is the servo-controlled upgrade package designed for a high speed back-folding system. Used in the box-making process to accurately form, fold and glue the flaps on the back end of cardboard sheets. The back-end folding phase for a box accommodates different size flaps and box widths.



Dual 9100 watt servomotors used to drive the back-folding finger shafts

Easy setup sequences, presented by the touchscreen HMI operator interface, provide quick changeovers and adjustments for fine-tuning the back-folding process. Product run details reside in system recipes for future recall. Diagnostic screens and status messages that alert the operator minimize loss of production.

Backfolding Components:



Blank cardboard sheet on moving conveyor → Photo eye offset → Fold point → Fold Complete

Edge detect → Finger → Park Position → Master encoder to track the conveyor → Finger

For more details check out our Servo Technology at:
<https://www.iis-servo.com/dual-axis-back-folding-control-system/>

Call us today at (585) 924-9181 to discuss these products in greater detail!
626 Fishers Run, Victor, NY. 14564 ~ info@iis-servo.com ~ www.iis-servo.com

Buyers Guide

- Print & on-line
- Full page, full color advert
- Company logo
- Link to IIS web site
- Listed in 5 categories
- Article – “B2B Relationships & COVID”

PTT On-Line Company Profile

- Company profile
- Company logo
- IIS company video
- Link to IIS web site
- Link to directly contact IIS

PFFC On-Line Company Profile

- Basic Company profile
- ‘Request More Info’ option

STRATEJUS

CONTINUOUS CONTRACT

IIS Web Site:

- Website maintenance, creation and improvements
- Search Engine optimization
- Account Portal
- Google Analytics
- Landing Pages for Constant Contact Campaigns:

<https://www.iis-servo.com/motion-control/>

<https://www.iis-servo.com/packaging-automation/>

<https://www.iis-servo.com/servo-control/>

<https://www.iis-servo.com/b2b-collaboration/>

<https://www.iis-servo.com/precision-speed-control/>

<https://www.iis-servo.com/stepper-performance/>



REVOLVING TIMELINE ADVERTS

We have a series of revolving adverts located in the Press Kit on the IIS Web site. [Click here and select the 'Revolving GIF Adverts' drop down box](#) to review.

Please contact Tina Ebmeyer, Sales/Marketing Assistant directly at: tinae@iis-servo.com if you need additional help, information or materials.

Emerald Technology

Programmable
Automation
Controller

High Performance
Multi-Axis
Motion Control



IIS Industrial Indexing Systems
www.IIS-Servo.com

Click
←
PLAY!

IIS WEBSITE ANALYTICAL TRACKING PROGRAMS

- Design News
- Multi-View
- IEEE GlobalSpec
- RDG Media
- Lead Forensics
- PinPoint Technologies
- Constant Contact
- Google Analytics
- Social Media
- Stratejus – Search Engines

PRESS KIT

[Click here and checkout our updated Press Kit!](#)

You will find press releases, images and a variety of materials that you are free to use.

Please contact Tina Ebmeyer, Sales/Marketing Assistant directly at: tinae@iis-servo.com if you need additional help, information or materials.



IIS SOCIAL MEDIA



Web Site Google
Analytic Stats



WEBSITE GUIDELINES ON HOW TO REPRESENT IIS

- Various sales/marketing materials are available to download directly from our [IIS Press Kit](#) for you to use
- We will co-ordinate with your website developer to streamline a set-up
- The option of IIS developing a custom Landing Page designed for your company is available for you to link directly from your website

Basic Listing Idea:

Choose a logo, here are samples:

Location: [Press Kit](#) and go to 'Digital Artwork-Logo Images'



IIS URL Link:

For more information on IIS visit: <https://www.iis-servo.com>

OR we can create a link for your website pointing to a custom Landing Page

IIS Description:

Location: [Press Kit](#) and go to 'Product/Services Fact Sheets'

Industrial Indexing Systems Designs, Manufactures, and Specializes in Servo Motion Control.

Our systems are designed to suit any application based on customer needs. IIS's servo motors, drives, and motion controllers provide automation system solutions and are used in the most demanding applications requiring high performance, high-quality positioning accuracy, high reliability, and energy efficiency.

Industrial Indexing Systems is proud to be a member of the Open DeviceNet Vendor Association (ODVA), SERCOS North America (Serial Realtime COmmunications System), CC-Link Partner Association, and MANA (Manufacturers & Agents).

Industrial Indexing Systems is also the exclusive North American Distributor for: TOEI Electric Co., LTD. Velconic, Shibaura Machine Co., LTD. TOSHIBA MACHINE CO., LTD. X SERIES SERVOS.

NEED HELP?...REACH OUT

Please contact Tina Ebmeyer, Sales/Marketing Assistant if you need additional help, information or materials directly at: tinae@iis-servo.com or call: (585)924-9181



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