

## ON THE TABLE

In April, Food and Beverage Asia dropped by for a tour around the newly opened Emerson Solutions Centre and spoke with **Mr. Bill Zhou**, Marketing Director, Rosemount™ Measurement and Analytical Asia Pacific and **Mr. Jerry Lee**, Business Development Manager, Food & Beverages/Life Sciences, Flow Solutions Group, Asia Pacific, to catch up on the company's latest updates.



At the Collaboration Room in Emerson's Solutions Centre, Mr. Jerry Lee (left) and Mr. Bill Zhou (right) demonstrate how Emerson's experts engage across borders using the latest in visual collaborative technologies, including hardware and software, to solve problems for customers more quickly.

## DRIVING CHANGE, ONE STEP AT A TIME

Written by **Amanda Soo**

In November last year, U.S.-based global technology and engineering company, Emerson marked a significant milestone with the opening of a customer-focused Solutions Centre at the regional headquarters of its Automation Solutions business in Singapore. This was part of the company's efforts to establish the country as a hub for the delivery of Industrial Internet of Things (IIoT) technologies and services for its customers in Asia Pacific.

It is clear that Emerson is not a business that remains stagnant, but rather, one that surges ahead into a future that remains uncharted territory for most. Founded in 1890, the multinational corporation supplies industrial equipment and products to more than 150 countries around the world. The forward-looking company also continues to invest in building up its capacities and expanding its solutions portfolio through numerous acquisitions.

Based on its first quarter 2018 results, Emerson's performance remains strong today, recording solid sales growth in both its Automation Solutions as well as Commercial & Residential Solutions business platforms.

To find out what makes this company tick, Food and Beverage spoke with

Mr. Bill Zhou, Marketing Director, Rosemount™ Measurement and Analytical Asia Pacific and Mr. Jerry Lee, Business Development Manager, Food & Beverages/Life Sciences, Flow Solutions Group, Asia Pacific who provided important insights into how Emerson is evolving to cater to the needs of its customers.

### Expanding into the F&B Business

Emerson's larger business segment, Automation Solutions, currently services the F&B industry, among others, with solutions ranging from that of packaging, filling, brewing, raw material processing and more. Its range of automation solutions delivers expertise, technologies and services to its customers, helping them achieve predictable success by reducing operational inefficiencies, for example. However, F&B was not traditionally Emerson's field of specialisation.

Mr. Zhou shared, "The Oil and Gas (O&G) industry was where Emerson started out, which currently makes up about 20-30% of our business. However, today, we are a big company that is spread across multiple regions, serving many industries. In particular, F&B presented a lot of potential with its fast growth, especially in Asia."

Expanding into the market was also a logical move as Emerson's expertise in the kinds of technologies and products used to cater to the O&G industry was found to be highly applicable to meet the growing needs of F&B customers.

"We have many products built for the O&G industry that have been proven for use in extreme, hazardous environments. These products can be tailored for the F&B market as there are similar needs to be met there. In the F&B industry, for example, there are steaming and cleaning processes which are very demanding, high temperature pressure applications that can only be handled by the most robust sensors. With our highly reliable sensors, we can deliver solutions that last longer and perform better."

Emerson's Rosemount X-well™ Technology is a recent example of a product which appeals to customers from both industries as they have similar needs for a solution which can deliver accurate process temperature data without requiring any intrusions

Rosemount X-well™ Technology is a simplified solution for comprehensive process temperature measurement, useful for monitoring F&B processing lines.



into the process. Both groups benefit from reduced costs, as well as quicker and easier installation along with simplified long-term maintenance.

### Catering to Today's Needs

When asked about the F&B landscape in Asia Pacific, Mr. Zhou explained that he sees it transforming as processes grow increasingly complex to catch up with the fast-changing tastes and preferences of consumers. With manufacturers producing new flavours at a rapid pace to satisfy these needs, they are also investing more into solutions that will help them optimise processes, reduce wastage and more.



Emerson's Cascade CT2211 aerosol microleak detection system uses Quantum Cascade Laser (QCL) technology to instantaneously detect and reject leaking cans moving down the production line at a rate of up to 220 cans per minute.

"One way we help customers is by optimising their processes. For example, in factories where measuring the concentration of products is essential, especially for companies in dairy processing, Emerson is able to help them tighten control of their process by using Micro Motion meters. Dairy producers are looking at inlet and outlet mass measurements at the point of separation, to identify inefficiencies that can result in waste. Because the accuracy of standardisation is a critically important factor in dairy plants, it is essential to have the most accurate meters available to measure the fat concentration and the flow rates of skim milk and cream," said Mr. Jerry Lee.

Demand for predictive maintenance solutions is also growing as many F&B

companies are under tremendous pressure to fulfill production with lesser downtime.

"Emerson has been moving towards providing solutions with diagnostic features to allow customers to adopt a predictive maintenance approach. For one, the Smart Meter Verification (SMV) enables customers to check their flow meter's health without taking the meter out of line. It is an easy-to-use, automatic diagnostic tool that monitors the entire flow meter's performance and integrity, able to detect coating – a common issue with varying impact to manufacturing. Thus with SMV, failures, measurement inaccuracies and quality challenges can be avoided," explained Mr. Lee.

To continue meeting the evolving needs of F&B manufacturers, Emerson also acquires companies to develop its portfolio of solutions.

Mr. Zhou commented, "We choose companies that would be a good fit with our products and provide a suitable solution for certain industries. Three years ago, we acquired Cascade Technologies to expand our analytical measurement capabilities with its Quantum Cascade Laser (QCL) technology. Designed to analyse gases, the QCL technology can also be applied to detect microleaks in aerosol cans as well as food & beverage packages. This fully automated solution will reject leaking products off the production line, ensuring that only quality and safe products will reach the consumers hands. This is one example of how through acquisition, we are able to better service particular markets."

### Potential of Digital

According to Mr. Zhou, Emerson's focus now is on delivering diagnostics that enable its customers to obtain a wealth of information about their assets.

Today, this can be done through Emerson's Plantweb™ digital ecosystem



Emerson's Micro Motion™ Elite CMFS Series Meter provides superior measurement accuracy and reliability for the most critical and demanding measurement applications

which leverages on the power of IIoT to expand digital intelligence to the entire manufacturing enterprise.

"We are basically putting together a whole digital ecosystem that includes intelligent sensors, wireless connectivity, and analytical software to

collect and interpret data from across an entire manufacturing enterprise. Through Plantweb™, we will be able to see which assets require maintenance for example, minimising machine downtime which can be very costly for the business."

The recently opened Solutions Centre in Singapore puts the spotlight on Emerson's Plantweb™ digital ecosystem, showcasing its capabilities through state-of-the-art multimedia technology, including augmented reality and live demonstrations. The aim is for its customers to be able to envision and experience Plantweb™ digital ecosystem as more than a concept.

He also revealed, "We have already been seeing a lot of interest among our customers in Asia. Since this place opened, and since we started talking about PlantWeb™, we have had hundreds of manufacturers requesting us to create roadmaps for the digitisation of their factories. Many of them are now recognising that this is a transformational initiative, and not just about buying a few new devices."

### Growing Potential in Asia

In the years to come, Mr. Zhou foresees that markets in Asia will continue to grow. Thus, Emerson has plans to continue investing in the region's emerging countries. Championing the tagline, "Consider it Solved", expect to see Emerson innovating and expanding its portfolio to meet its primary goal of being partners to customers, solving their most difficult challenges. **FBA**