

Mitsubishi Electric and Design & Automation Solutions (DAS) work together to drive major throughput increase for electrical component production

Hatfield, UK – September 2025

Mitsubishi Electric has helped to deliver a step-change in productivity for high-volume lead frame stamping applications, following another successful partnership with one its leading machine builder customers.

Working with Oxfordshire-based machine builder and systems integrator DAS, the company has supplied an intelligent control solution for an automated workcell for Batten & Allen – experts in the stamping, plating and assembly of high precision parts for the electronics, automotive, media and industrial markets – to aid in the production of relay base components for a customer based in Mexico.

The system, a unique cropping machine for cutting reeled lead frames up to 40mm wide into a range of components up to 250mm in length, consists of a MELSEC iQ-F machine controller with multi-axis synchronised motion. One axis controls the stamped strip feeding, whilst another delivers a force of 6000N to the cropping tool. Designed for accurate and reliable positioning, the new design has helped minimise changeover times and provided a significant boost to throughput with the ability to cut up to 700 pieces per hour.

Mick Stallwood, Director at DAS, commented: “The initial implementation of the new solution has been a huge success, having allowed the end-customer to make considerable improvements to throughput. On top of this, through the use of electrical actuators, the design takes full advantage of modern technology to deliver a less energy-intensive system to help reduce the overall process.

“We’ve been working with Mitsubishi Electric for over 30 years now, and the quality of its products is always excellent. As such, it felt natural to collaborate on this project.”

Richard Allen, OEM Business Development Manager at Mitsubishi Electric, adds: “We always strive to help OEMs build the very best machines that they can, and DAS stands as a prime example of a machine builder that consistently goes above and beyond to unlock new efficiencies for its customers. This new system has

helped raise productivity and quality control standards considerably, and we're delighted to hear the impact it is already having on the customer's operations.

"In short, this project truly represents our ecosystem at its very finest, and we're delighted to have played our part in it."

For more information on Mitsubishi Electric's range of solutions for OEMs and machine builders, please visit: <https://gb.mitsubishielectric.com/fa/solutions/industries/machine-building>.

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Photo caption: The unique cropping machine, which includes a MELSEC iQ-F machine controller with multi-axis synchronised motion

About Mitsubishi Electric Corporation

With more than 100 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Mitsubishi Electric enriches society with technology in the spirit of its "Changes for the Better." The company recorded a revenue of 5,521.7 billion yen (U.S.\$ 36.8 billion*) in the fiscal year ended March 31, 2025.

For more information, please visit www.MitsubishiElectric.com

**U.S. dollar amounts are translated from yen at the rate of ¥150=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2025.*

About Mitsubishi Electric Factory Automation Business Group

Offering a vast range of automation and processing technologies, including controllers, drive products, power distribution and control products, electrical discharge machines, electron beam machines, laser processing machines, computerized numerical controllers, and industrial robots, Mitsubishi Electric helps bring higher productivity – and quality – to the factory floor. In addition, its extensive service networks around the globe provide direct communication and comprehensive support to customers. The global slogan “Automating the World” shows the company’s approach to leverage automation for the betterment of society, through the application of advanced technology, sharing know how and supporting customers as a trusted partner.

For more about the story behind “Automating the World” please visit:

www.MitsubishiElectric.com/fa/about-us/automating-the-world

Factory Automation EMEA

Mitsubishi Electric Europe B.V., Factory Automation EMEA has its European headquarters in Ratingen near Dusseldorf, Germany. It is a part of Mitsubishi Electric Europe B.V. that has been represented in Germany since 1978, a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan. The role of Factory Automation EMEA is to manage sales, service and support across its network of local branches and distributors throughout the EMEA region.

For more information, please visit emea.mitsubishielectric.com/fa

About e-F@ctory

e-F@ctory is Mitsubishi Electric’s integrated concept to build reliable and flexible manufacturing systems that enable users to achieve many of their high speed, information driven manufacturing aspirations. Through its partner solution activity, the e-F@ctory Alliance, and its work with open network associations such as the CC-Link Partners Association (CLPA), users can build comprehensive solutions based on a wide ranging “best in class” principle. In summary, e-F@ctory and the e-F@ctory Alliance enable customers to achieve integrated manufacturing but still retain the ability to choose the most optimal suppliers and solutions.

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