



THE KEP-FABELEEC FUTURE



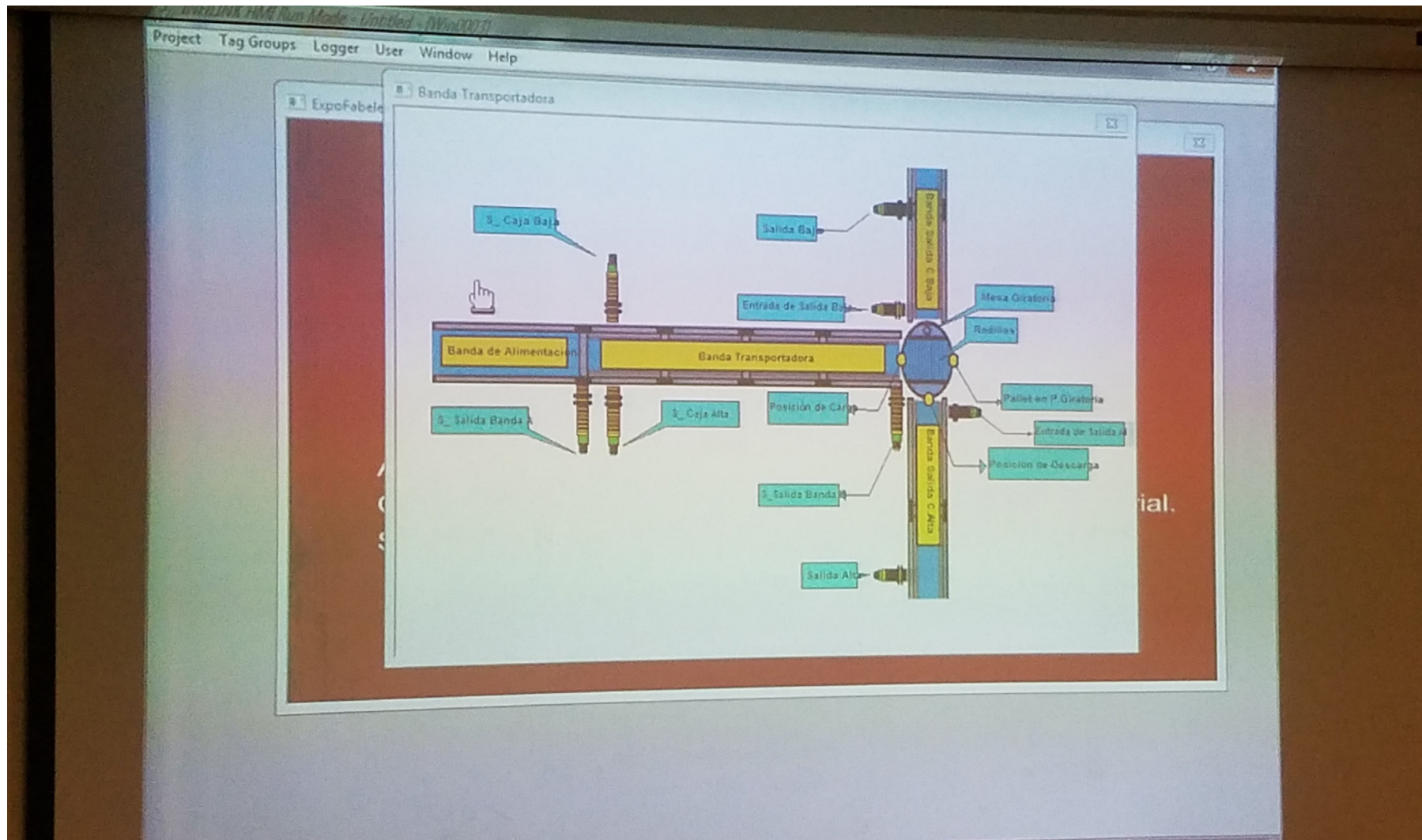
New Jersey headquartered **Kessler-Ellis Products (KEP)**, a leading developer of Human-Machine Interface (HMI) software including Infilink-HMI, celebrates its hallmark international partnership with **Fabelec**, a Chilean distributor committed to placing automation and control technology within everyone's reach. Together, the KEP-Fabelec distributorship helps proliferate Programmable Logic Controllers (PLCs) and HMI software in the emerging industrial market, which is thriving in South America. In keeping with its mission, Fabelec has charitably donated Infilink software licenses to Chilean engineering students, and hosted a competition at **INACAP Valdivia** to develop simple and intuitive operating screens that facilitate ease of human-machine interaction. The successful event is a highlight of the KEP-Fabelec collaboration, and demonstrates that in the hands of this gifted, young generation, the future of industry in Chile has never looked brighter.



For 15 years, Fabelec has been an indispensable partner for Inflink-HMI. *“The Fabelec partnership is greater than just the revenue. Their promotion, advertising, and client support has been a key differentiator, helping us gain market shares in Chile – a previously unfamiliar market,”* says Ron Dawson, Inflink-HMI Product Manager.

Founded in 1985 by Raul Cobo, Fabelec delivers technology solutions, as well as configuration and programming tools tailored to the needs of its customers, with special emphasis on training and support. Upon learning that growth in automation was taking place at a rate 100% faster than the economy at large, the distributor sought to ally with a partner in order to meet the surging demand. Not only was Cobo enamored by KEP’s Inflink-HMI, he took it upon himself to translate the software into Spanish, making it more relevant to the South American market; and an essential ingredient to continued success.

“Once the product was translated, it really helped us serve the Chilean market with the same quality as in the US. Fabelec has been tremendous in helping us adapt the product for their market,” Dawson says with pride. The numbers speak for themselves. Fabelec has sold 400 Inflink-HMI specially adapted and translated licenses. KEP also enjoys Fabelec’s commitment to service, efficiency, and reliable distribution allowing KEP to remain focused on developing extraordinary software, rather than having to divert resources to managing shipping and timing.



Infilink-HMI has won fans in Chile for both its compatibility, and its bundling with server software at a price 50% lower than competitors. With Infilink-HMI as a comprehensive solution, there is no need to purchase communication drivers, and it's that focus on full-service that makes KEP stand out from their rivals. Cobo praises this unique, hands-on approach saying, *"KEP has always provided very good support, both from a technical perspective and through promotion. Ultimately, they are always ready to help. The service and support are excellent."*

Cobo remains bullish on the sustained proliferation of industrial automation throughout South America, and expects 20% growth in HMI with Infilink, each year. This optimism and rosy outlook toward positive overall macro trends within the Chilean economy has inspired Fabelec and KEP to distribute demo licenses of Infilink-HMI to Chile's Universidad Tecnologica, enabling students to use the software in their industrial studies, so they can be better prepared for careers that utilize automation technology. It was a sensible decision for KEP and Fabelec; when students graduate and transition to positions within industry, they will already be familiar with the software, and can even advocate its adoption to management.



In June 2016, engineering students participated in “**Project Infilink 2016**” organized by Fabelec and the School of Engineering in Industrial Automation, at INACAP Valdivia. The competition brought together students from many campuses and challenged them to design user-friendly operating screens that facilitate simplicity of human-machine interaction, allowing users to operate tools and equipment with ease. The top prize went to Nathaly Ruiz from INACAP Valdivia; second place went to Cristián Contreras and Glem Stange from the Renca campus; third place went to Patricio Naveas from the Arica campus; and honorable mention went to Gabriel Patricio Araya from Renca. Top prize winner Ruiz says, *“I am happy with the result and hope to compete again next year. From my campus I am the only woman in the contest and I hope that changes because [automation engineering] is a highly valued profession within the labor market.”*

Ruiz understands just how vital automation engineering is to both the Chilean and global economy. As financing in automation and emerging markets continues to drive growth worldwide, the KEP-Fabelec collaboration serves as an international model for replicating mature market distribution. Infilink-HMI’s adapted, bilingual software delivered locally with a personal touch, and the emphasis on service all coalesce to form a formula for success. But it’s the investment in the young generation of Chilean students who are now better equipped to forge a more prosperous future that endures as the greatest achievement of the KEP-Fabelec legacy.