REFERENCE BOOK

Automation, explained

Companies, machines and series, 2023 – 2026

Robert Smak · 5 Ways to Automate

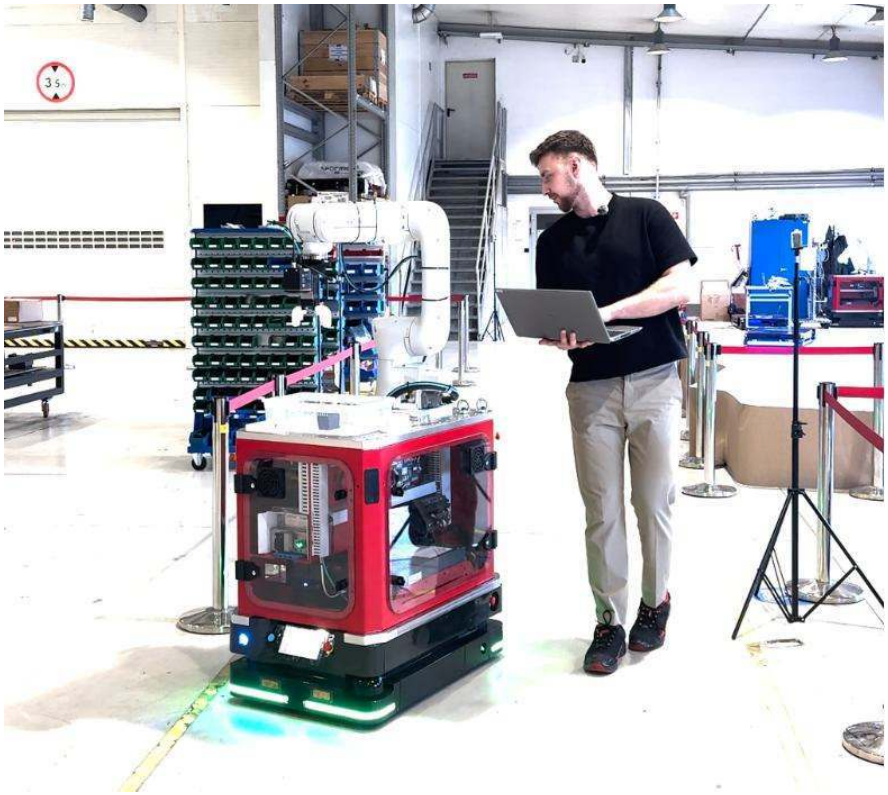
robertsmak@5waystoautomate.com

ABOUT

I explain how automation works

One machine, one mechanism, one number at a time. On LinkedIn and in my newsletter, 5 Ways to Automate, I break down real installations from robot makers, integrators and machine builders, for the engineers who build these systems and the managers who sign off on them.

Some of the work in this book was made together with the company: footage from their plant, my script and edit, their approval. The rest are companies whose technology I found worth explaining.



On the shop floor, testing a mobile robot with a cobot.

47,397
LinkedIn followers

15,000+
newsletter subscribers

7.55M
impressions in 12 months

2.5M
people reached in 12 months

18 COMPANIES

Companies I’ve explained

inlader.	techma	GREENMILES WE CONNECT TECHNOLOGY	TOMRA	KUKA
ABB	Universal Robots	DEXTERITY	intralox®	cellumation
Brightpick	Symbotic	KRONES	SYNTEGON PROCESSING & PACKAGING	Sparck Technologies
Polyketting	igus®	ARDUINO		

Top row: series made together with the company. Other rows: companies I’ve covered on my profile.

IN NUMBERS

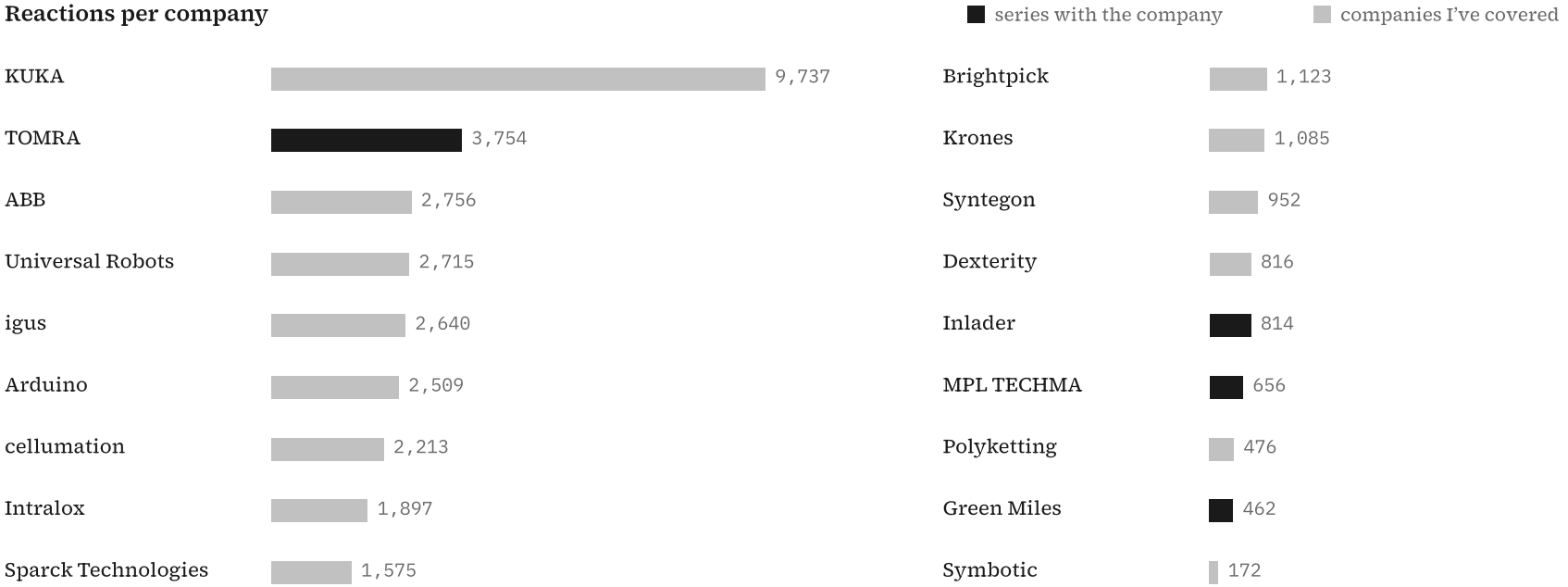
What these posts reached

135
posts about these 18 companies

33,305
reactions

1,252
comments from engineers, buyers and builders

Reactions per company



Reactions as shown on LinkedIn, 21 Oct 2026. Companies in parts 2–5 are counted by posts that mention them, so one post can count for two companies; the totals above count every post once.

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How I work with companies

PART 1

Series made with companies

Footage from their plants, my script and edit, their approval. One mechanism per episode.

inlader.

techma



TOMRA

techma

REFERENCE BOOK · CASE 02

01 / THE COMPANY

Warehouse machines you rarely see up close

MPL TECHMA designs and builds intralogistics systems: stacker cranes, shuttle carts, lifts, conveyors and the software that runs them. Since 2019 automated high-bay warehouses have been the core of the business.

Most of these machines work deep inside a customer's warehouse. Buyers only see a layout drawing and a quote. The series took one machine per episode and showed how it actually moves, filmed at MPL TECHMA's own hall.

2003	2019	PL · EU	6
FOUNDED	FIRST HIGH-BAY WAREHOUSE	MARKETS	EPISODES



MPL TECHMA stacker crane. Image: MPL TECHMA.

02 / SIX EPISODES ON MY PROFILE

One machine per episode



14.08.2025

When a robot isn't the answer

93 reactions · 6 comments



25.08.2025

Pallet turntable, 90°

204 reactions · 10 comments



09.09.2025

First parcel sorter with WMS

105 reactions · 12 comments



24.09.2025

Double-deep stacker crane, 3 m/s

55 reactions · 3 comments



09.10.2025

MicroCoaster transport system

70 reactions · 4 comments



21.10.2025

Rotating a 1-ton load

129 reactions · 12 comments

Reactions and comments as shown on LinkedIn, 20 Oct 2026. Click a post to open it.

03 / RESULTS

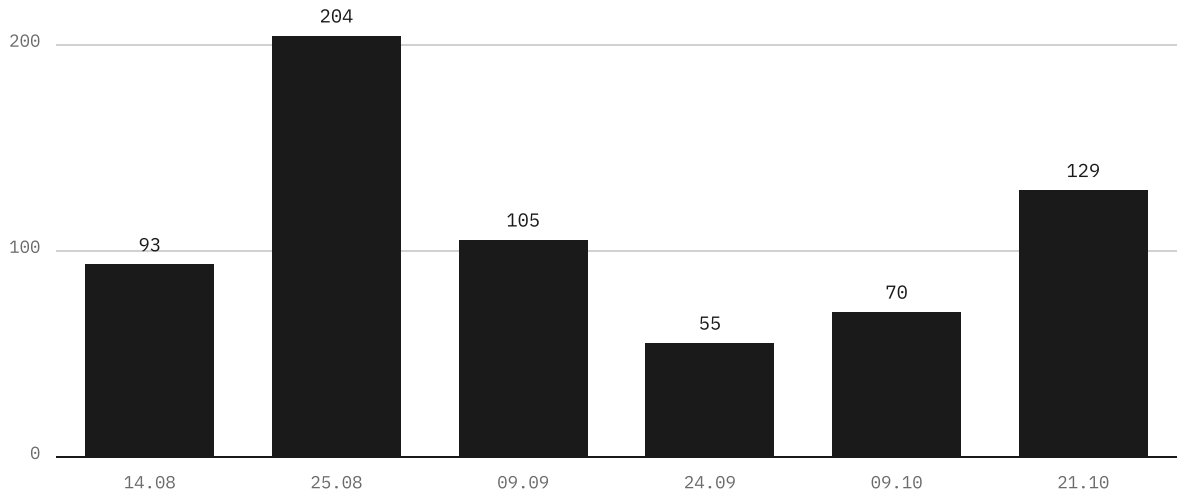
Six episodes in ten weeks

656
reactions across the 6 episodes

47
comments, about 8 per episode

204
reactions on the best episode: a pallet turntable, 90°

Reactions per episode



What the series did

Each episode explained one machine in plain engineering language: what it does, why it is built that way, and what it saves on the warehouse floor.

On the day the first episode went out, an automation supplier messaged me to ask about the equipment in MPL TECHMA's projects. The posts reach the people who build and equip these systems, not only the people who buy them.

Business results for MPL TECHMA are confidential. Source: reactions and comments as shown on LinkedIn, 20 Oct 2026.



REFERENCE BOOK · CASE 03

01 / THE COMPANY

Robotic cells for real production lines

Green Miles is a robotics integrator from Olsztyn. The team designs and builds robotic workstations for welding, soldering, palletizing and assembly, often with grippers designed in-house, for automotive, electronics, metal and plastics plants.

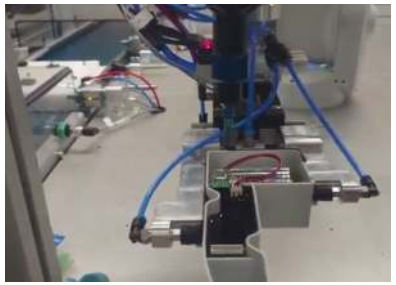
Most of these cells end up behind a customer's safety fence and are rarely shown in public. The series used real footage from the lines to show what they do, one application per episode.

Olsztyn	4	5	462
POLAND	INDUSTRIES SERVED	EPISODES	REACTIONS



A robotic cell by Green Miles







Frames from the episodes

02 / FIVE EPISODES ON MY PROFILE

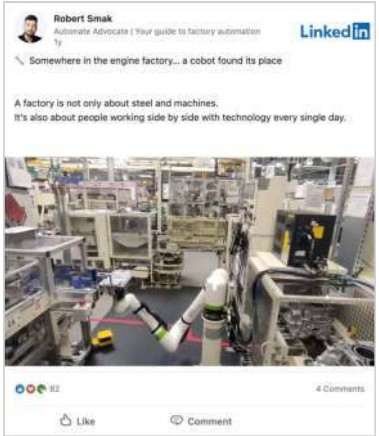
One application per episode



19.09.2025

Wine down. Automation up.

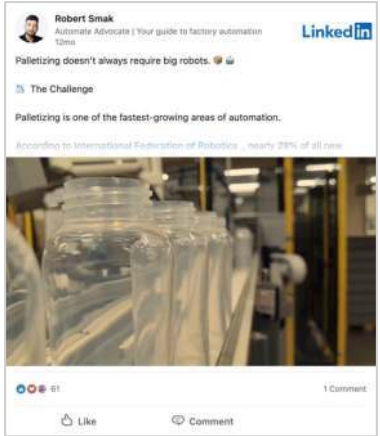
123 reactions · 6 comments



06.10.2025

A robotic cell by Green Miles

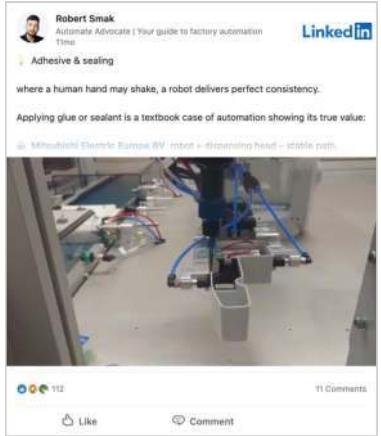
82 reactions · 4 comments



23.10.2025

Palletizing without big robots

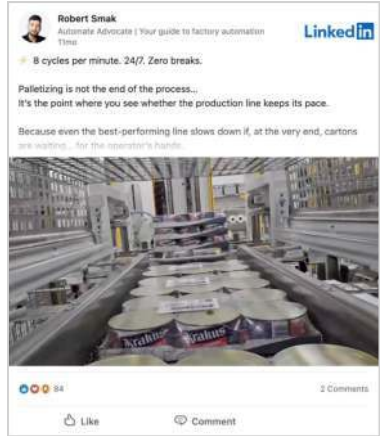
61 reactions · 1 comment



05.11.2025

Adhesive and sealing

112 reactions · 11 comments



17.11.2025

8 cycles per minute, 24/7

84 reactions · 2 comments

Reactions and comments as shown on LinkedIn, 21 Oct 2026. Click a post to open it.

03 / RESULTS

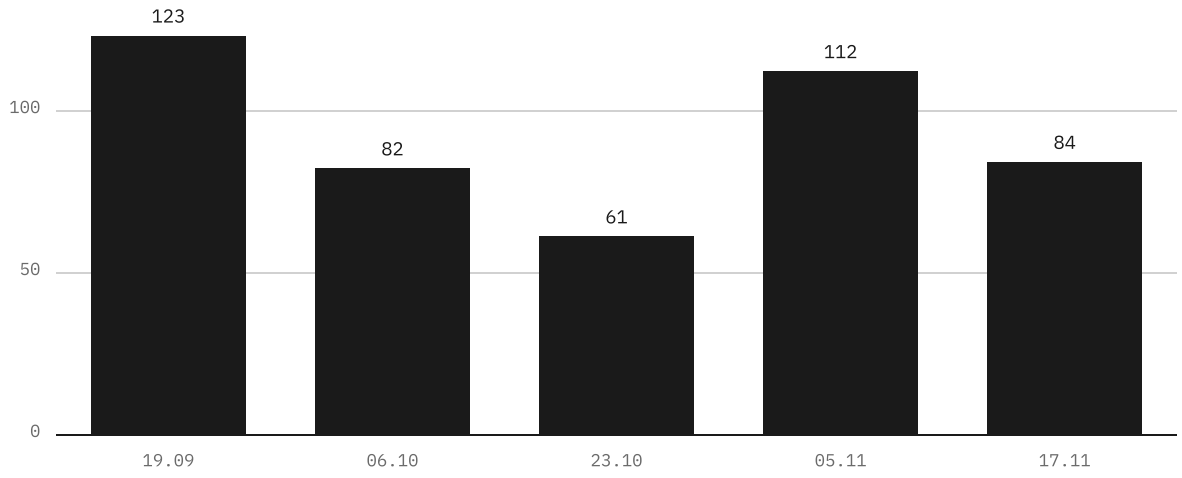
Five episodes in two months

462
reactions across the 5 episodes

24
comments

123
reactions on the best episode: a cobot pouring wine

Reactions per episode



What the series did

Each episode took one application from a real production line and explained why a robot does it better: steadier glue beads, palletizing in a compact cell, a cobot working next to people.

The episodes gave Green Miles a public body of work: finished cells, filmed in production, explained in plain engineering language.

Business results for Green Miles are confidential. Source: reactions and comments as shown on LinkedIn, 21 Oct 2026.



REFERENCE BOOK · CASE 04

01 / THE COMPANY

Sorting is where food production really begins

TOMRA builds sensor-based sorting and processing machines. In food plants they look at every potato, berry or fish fillet on the belt and decide in milliseconds what stays and what goes.

The technology is easy to film and hard to explain: hyperspectral cameras, AI classification, air jets. The series took TOMRA's own footage and explained one process per episode in plain language, from fish portioning to potato sorting.

3	5	12	104
PRODUCTS: FISH, FRUIT, POTATOES	EPISODES	MONTHS	COMMENTS



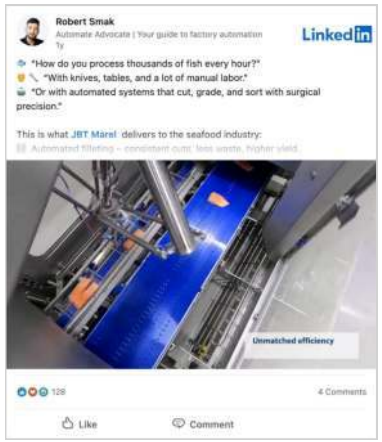
TOMRA sensor-based sorter



Frames from the episodes

02 / FIVE EPISODES ON MY PROFILE

One process per episode



26.08.2025

Fish: thousands of fillets an hour

128 reactions · 4 comments

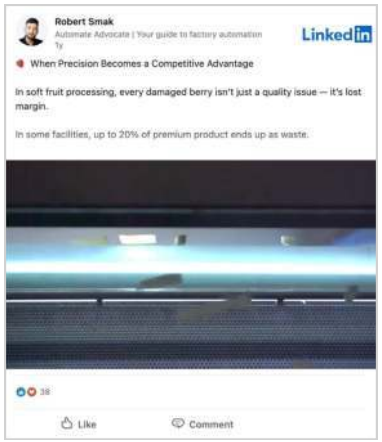


03.09.2025

Potatoes: sensors and AI

2,383 reactions · 69 comments

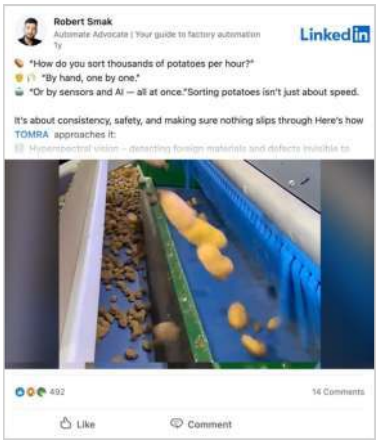
343,580 impressions



06.10.2025

Soft fruit: precision as margin

38 reactions



15.10.2025

Potatoes, second run

492 reactions · 14 comments

158,269 impressions



20.08.2026

Potatoes, a year later

713 reactions · 17 comments

225,803 impressions

Reactions and comments as shown on LinkedIn, 21 Oct 2026. Impressions from my LinkedIn analytics exports. Click a post to open it.

03 / RESULTS

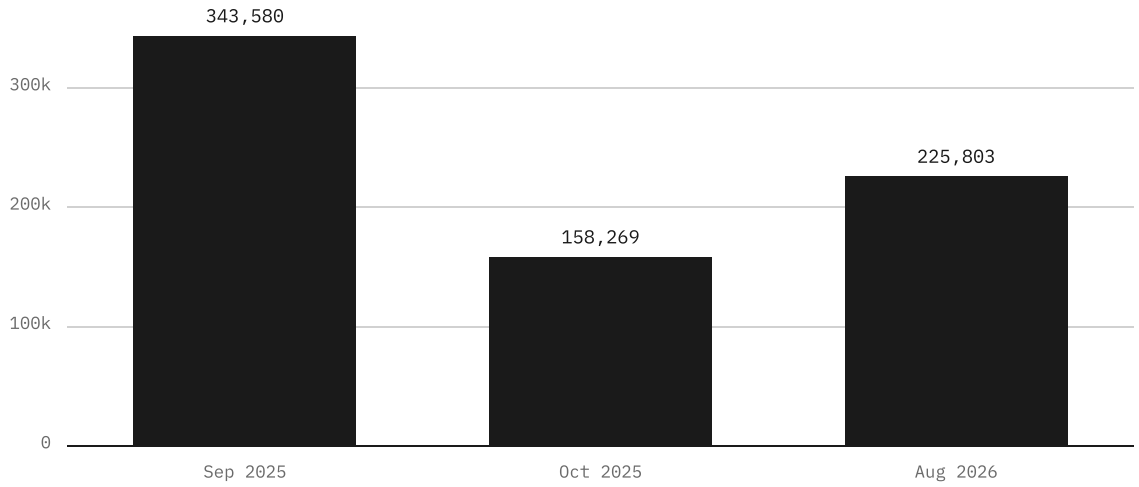
One process, explained well, keeps working

727,652
impressions of the potato sorting episode, published three times over a year

3,754
reactions across the 5 episodes

104
comments

Impressions of the potato sorting episode



What the series did

The same potato sorting story went out three times in twelve months, and every run found a large audience again: 343,580, then 158,269, then 225,803 impressions.

The day after the first run, TOMRA's team got in touch to thank me for sharing their video, which one of their field service technicians had filmed, and to set up a call.

That is the model for application videos: one process, explained well, can be published again and keeps working.

Source: LinkedIn analytics exports of my profile; reactions and comments as shown on LinkedIn, 21 Oct 2026.

PART 2

Robots

Robot makers and the people who build with their arms.







Universal Robots

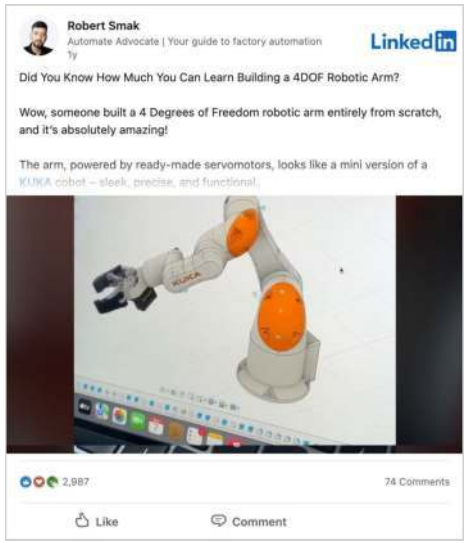


KUKA

22
posts, 2024–2026

9,737
reactions

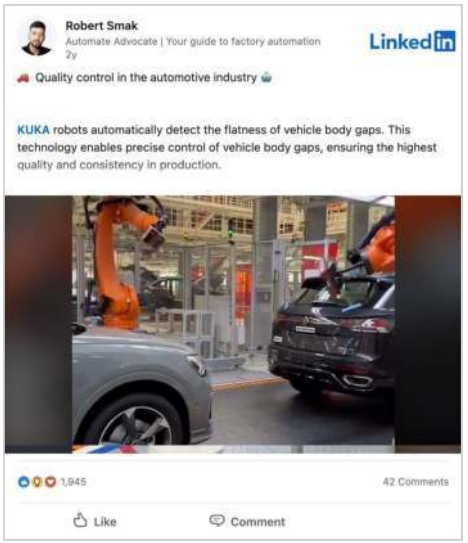
306
comments



05.01.2025

Did You Know How Much You Can Learn Building a 4DOF Roboti...

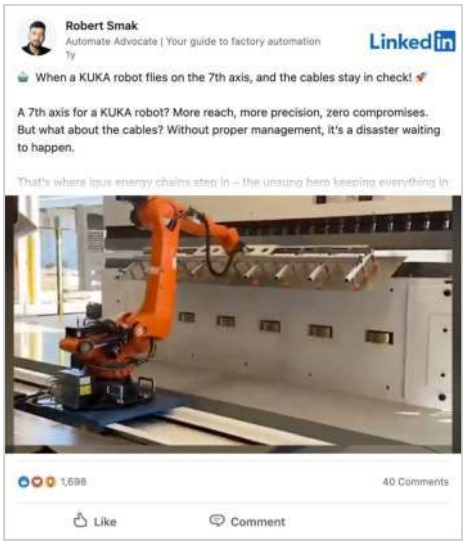
2,987 reactions · 74 comments



01.05.2024

Quality control in the automotive industry

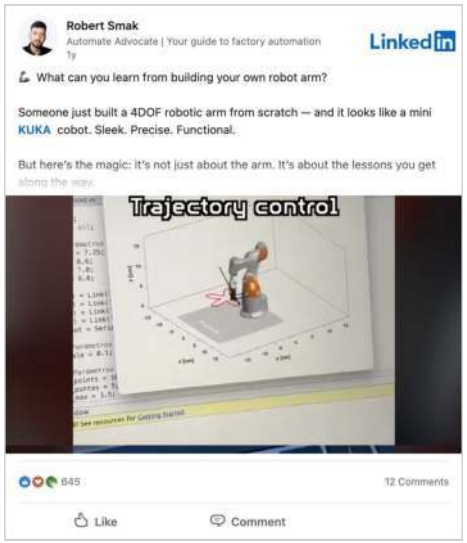
1,945 reactions · 42 comments



07.02.2025

When a KUKA robot flies on the 7th axis, and the cables st...

1,698 reactions · 40 comments



29.08.2025

What can you learn from building your own robot arm?

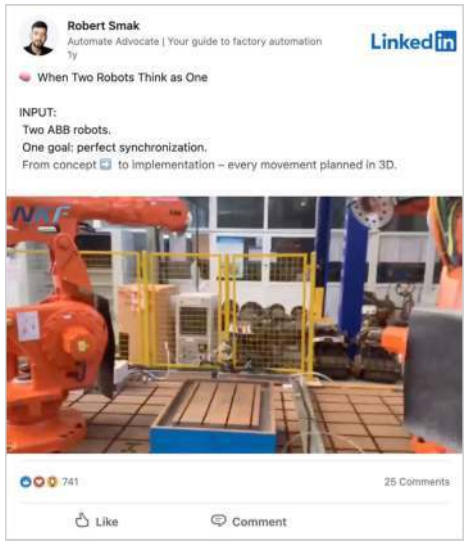
645 reactions · 12 comments

Posts on my profile that mention KUKA; top 4 by reactions. Click a post to open it on LinkedIn.

15
posts, 2024–2026

2,756
reactions

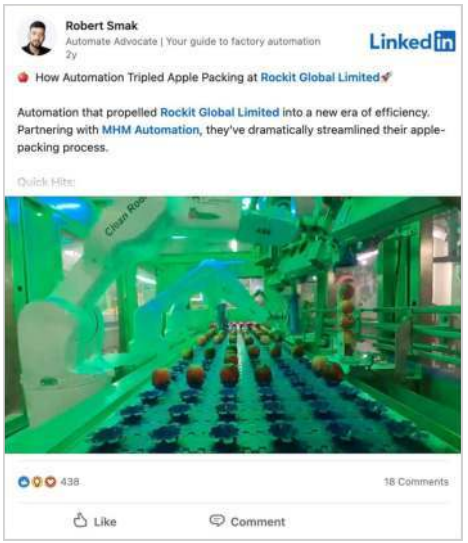
124
comments



03.04.2025

When Two Robots Think as One

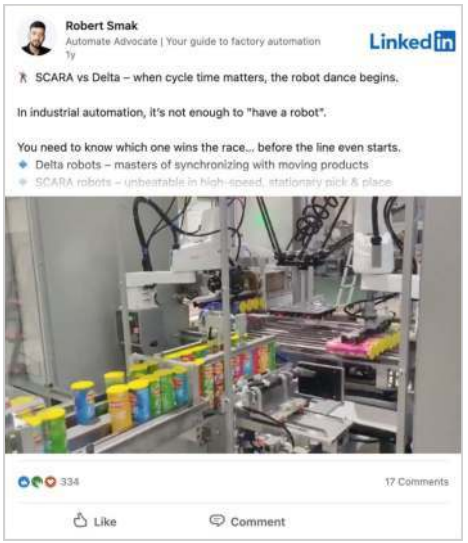
741 reactions · 25 comments



14.06.2024

How Automation Tripled Apple Packing at Rockit Global Limi...

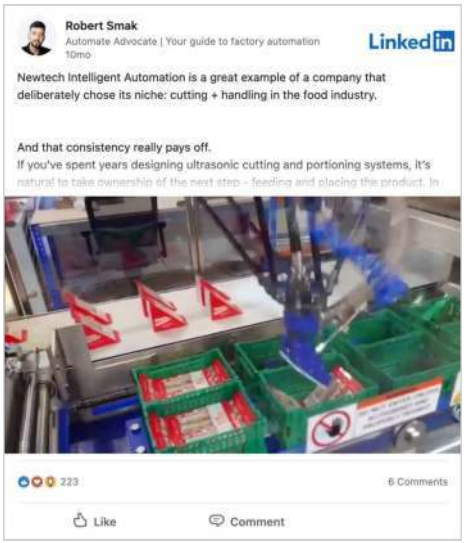
438 reactions · 18 comments



30.06.2025

SCARA vs Delta – when cycle time matters, the robot dance ...

334 reactions · 17 comments



06.12.2025

Newtech Intelligent Automation is a great example of a com...

223 reactions · 6 comments

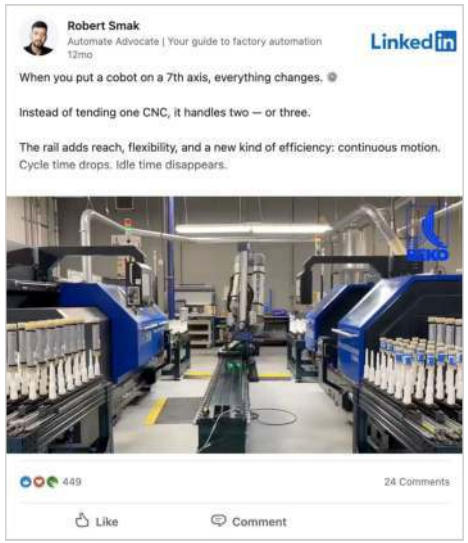
Posts on my profile that mention ABB; top 4 by reactions. Click a post to open it on LinkedIn.

Universal Robots

13
posts, 2024–2026

2,715
reactions

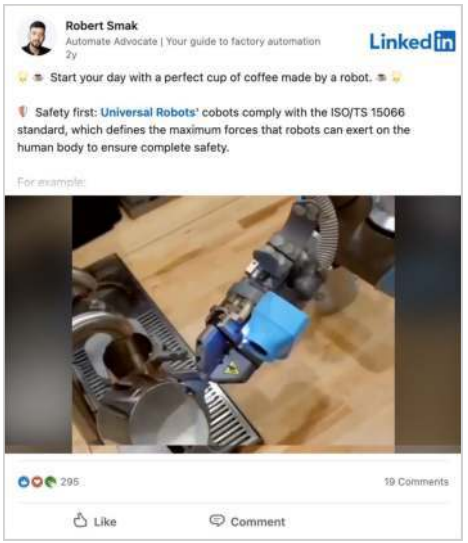
155
comments



24.10.2025

When you put a cobot on a 7th axis, everything changes.

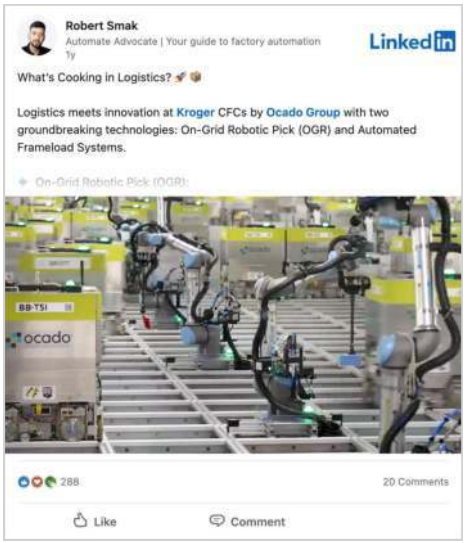
449 reactions · 24 comments



02.09.2024

Start your day with a perfect cup of coffee made by a robot.

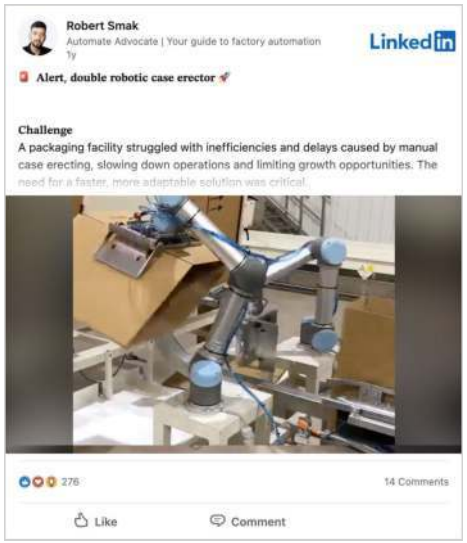
295 reactions · 19 comments



13.01.2025

What's Cooking in Logistics?

288 reactions · 20 comments



05.12.2024

Alert, double robotic case erector

276 reactions · 14 comments

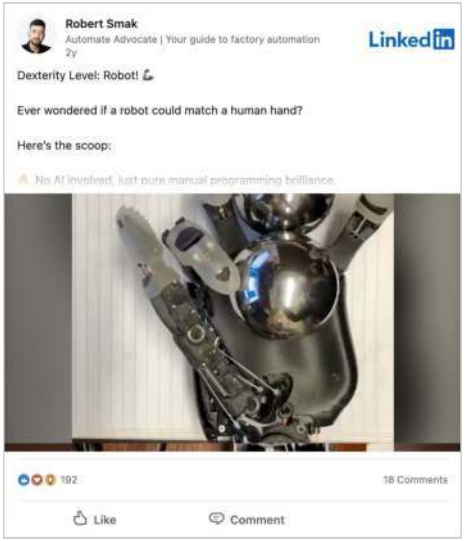
Posts on my profile that mention Universal Robots; top 4 by reactions. Click a post to open it on LinkedIn.

DEXTERITY

9
posts, 2024–2026

816
reactions

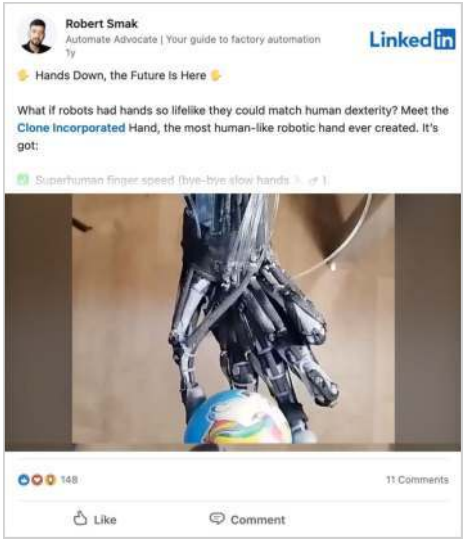
54
comments



16.07.2024

Dexterity Level: Robot!

192 reactions · 18 comments



16.01.2025

Hands Down, the Future Is Here

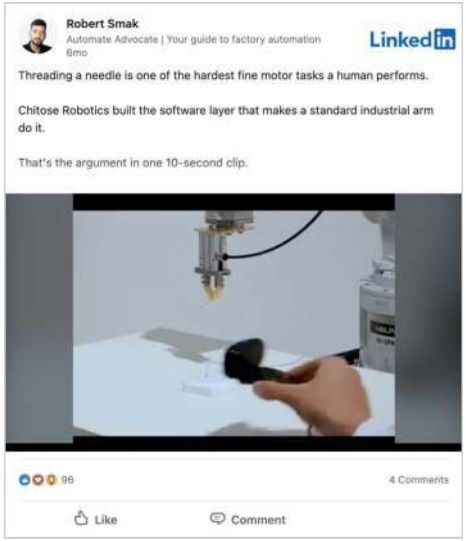
148 reactions · 11 comments



16.08.2025

Human-level dexterity?

120 reactions · 6 comments



07.04.2026

Threading a needle is one of the hardest fine motor tasks …

96 reactions · 4 comments

Posts on my profile that mention Dexterity; top 4 by reactions. Click a post to open it on LinkedIn.

PART 3

Intralogistics

Conveyors, sorters, picking robots and automated warehouses.





cellumation



Brightpick



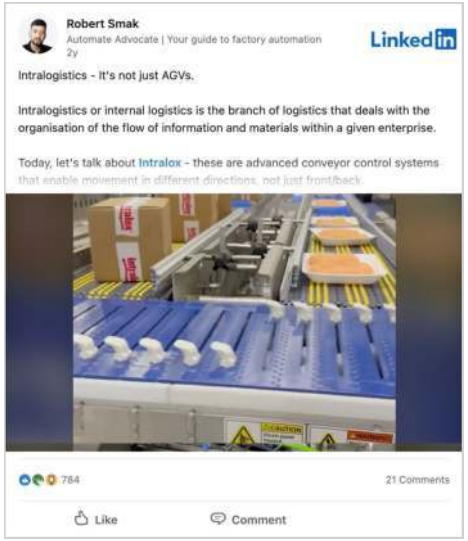
Symbotic

intralox

4
posts, 2023–2026

1,897
reactions

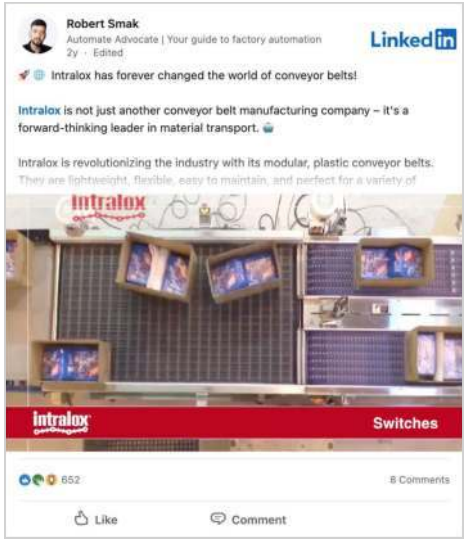
34
comments



15.02.2024

Intralogistics - It's not just AGVs.

784 reactions · 21 comments



19.11.2023

Intralox has forever changed the world of conveyor belts!

652 reactions · 8 comments



02.12.2023

Intralox, the relaxed way: snacks from A to B

9 reactions · 0 comments

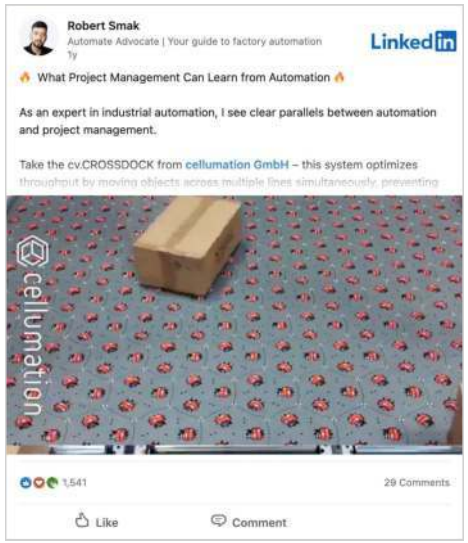
Posts on my profile that mention Intralox; top 3 by reactions. Click a post to open it on LinkedIn.

cellumation

8
posts, 2024–2026

2,213
reactions

71
comments



21.10.2024

What Project Management Can Learn from Automation

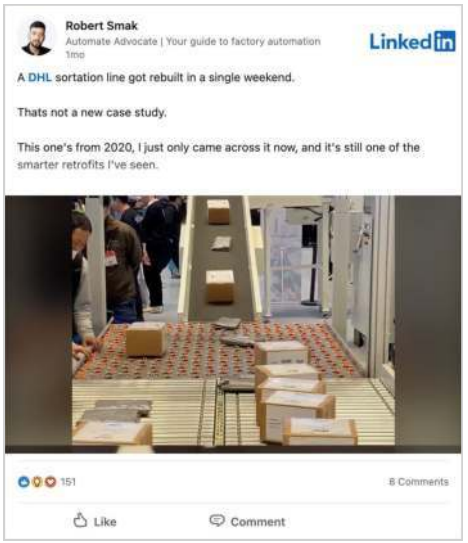
1,541 reactions · 29 comments



09.05.2025

From Pallets to ...

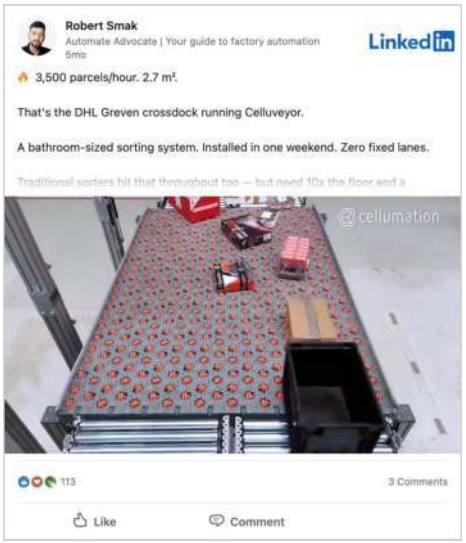
170 reactions · 7 comments



24.08.2026

A DHL sortation line got rebuilt in a single weekend.

151 reactions · 8 comments



05.05.2026

3,500 parcels/hour. 2.7 m².

113 reactions · 3 comments

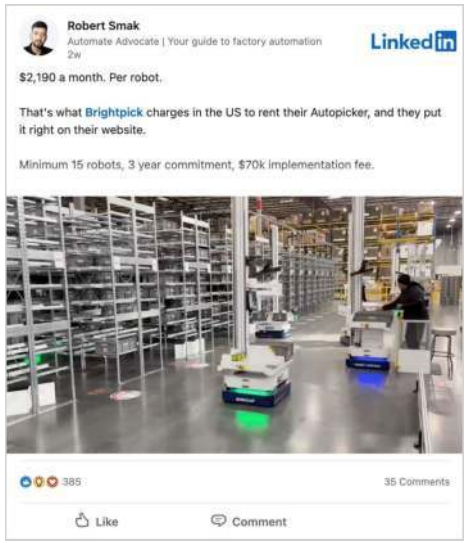
Posts on my profile that mention cellumation; top 4 by reactions. Click a post to open it on LinkedIn.

Brightpick

8
posts, 2025–2026

1,123
reactions

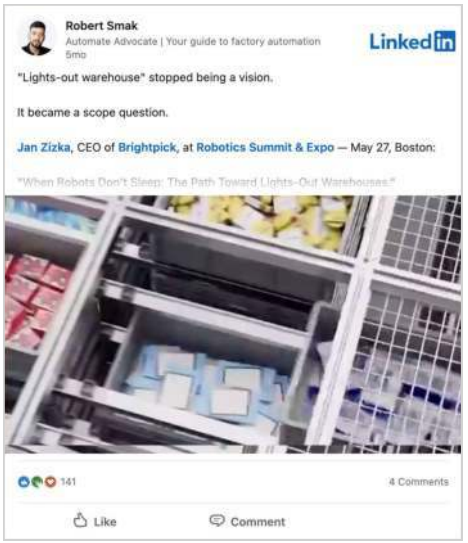
67
comments



01.10.2026

$2,190 a month. Per robot.

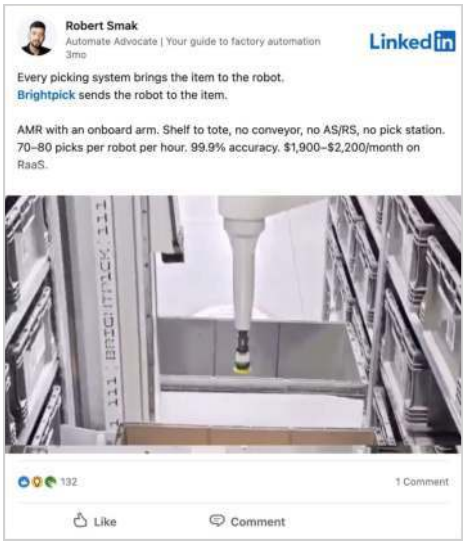
385 reactions · 35 comments



07.05.2026

Lights-out warehouse stopped being a vision.

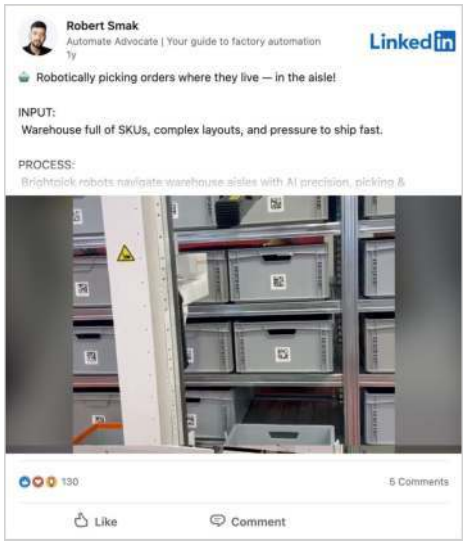
141 reactions · 4 comments



15.07.2026

Every picking system brings the item to the robot.

132 reactions · 1 comment



18.04.2025

Robotically picking orders where they live — in the aisle!

130 reactions · 5 comments

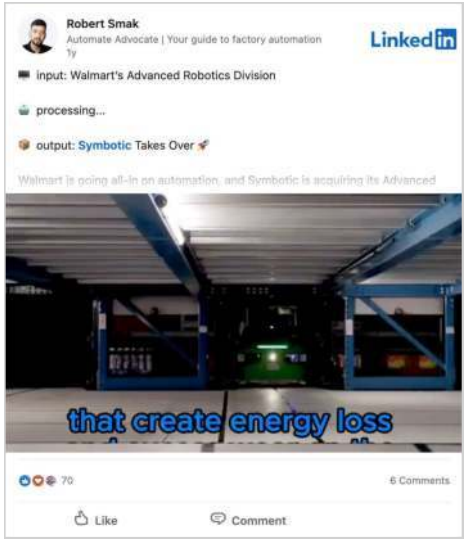
Posts on my profile that mention Brightpick; top 4 by reactions. Click a post to open it on LinkedIn.

Symbotic

3
posts, 2025–2026

172
reactions

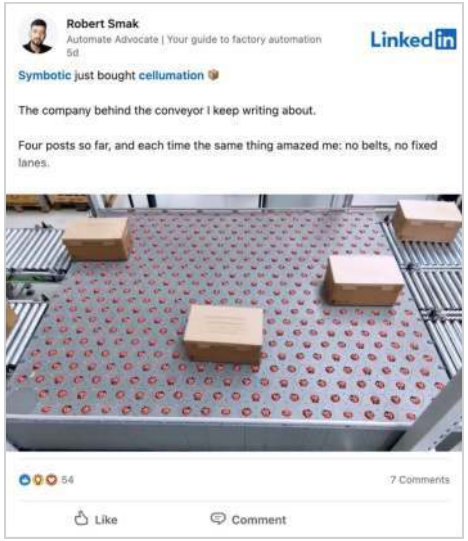
16
comments



09.02.2025

Walmart's advanced robotics division

70 reactions · 6 comments



15.10.2026

Symbotic just bought cellumation

54 reactions · 7 comments



22.04.2026

You're calculating warehouse automation ROI wrong.

48 reactions · 3 comments

Posts on my profile that mention Symbotic; top 3 by reactions. Click a post to open it on LinkedIn.

PART 4

Packaging and food

Filling, packing and end-of-line machines.







Sparck Technologies



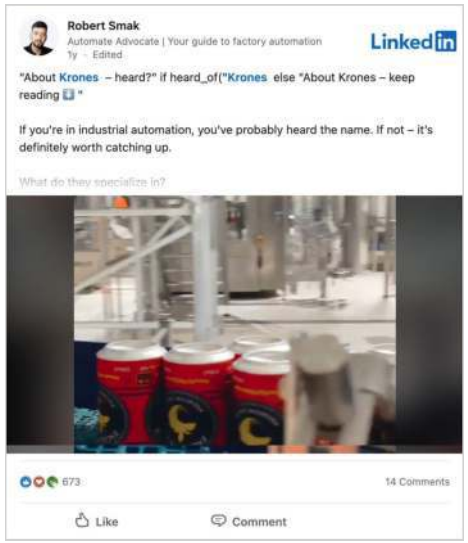
Polyketting

KRONES

6
posts, 2024–2026

1,085
reactions

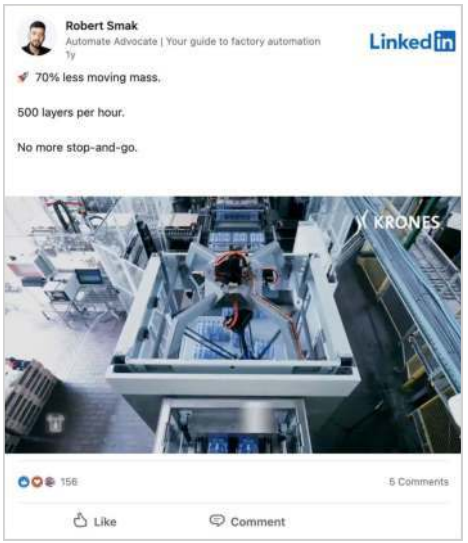
40
comments



19.11.2024

Have you heard of Krones?

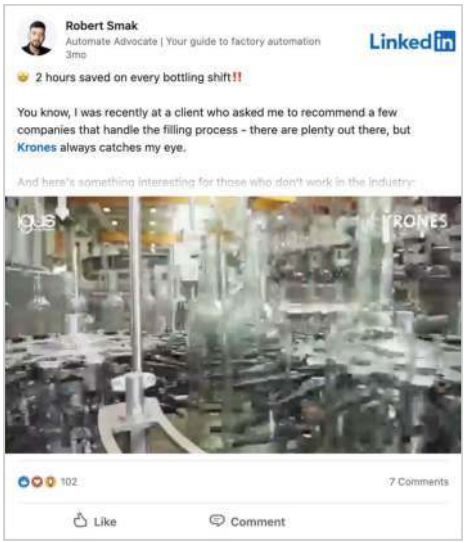
673 reactions · 14 comments



11.07.2025

70% less moving mass.

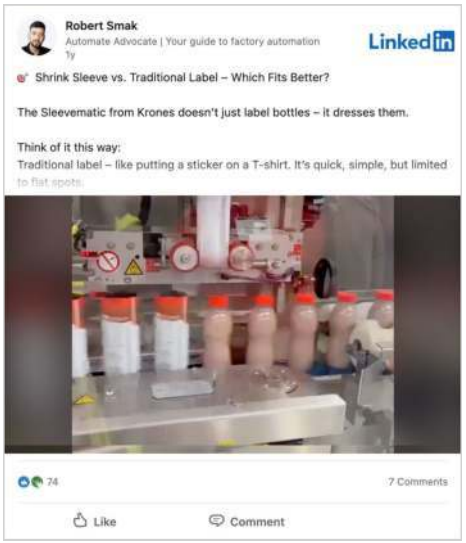
156 reactions · 5 comments



20.06.2026

2 hours saved on every bottling shift

102 reactions · 7 comments



13.08.2025

Shrink Sleeve vs. Traditional Label – Which Fits Better?

74 reactions · 7 comments

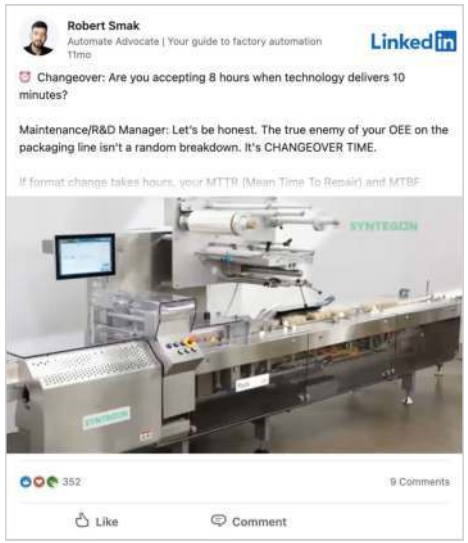
Posts on my profile that mention Krones; top 4 by reactions. Click a post to open it on LinkedIn.

SYNTEGON
PROCESSING & PACKAGING

6
posts, 2024–2026

952
reactions

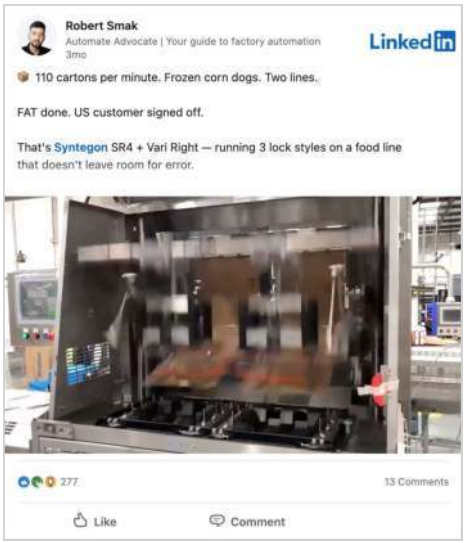
38
comments



12.11.2025

Changeover: why accept 8 hours?

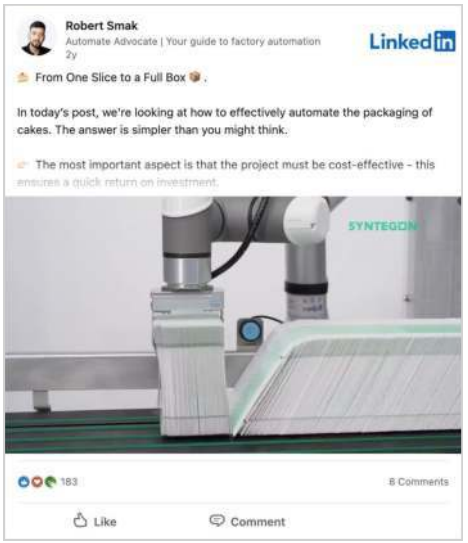
352 reactions · 9 comments



07.06.2026

110 cartons per minute. Frozen corn dogs. Two lines.

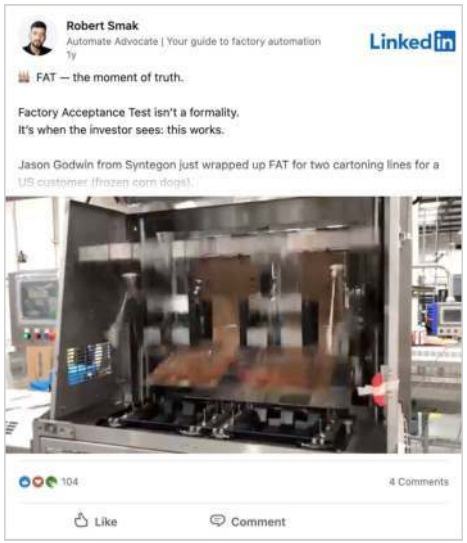
277 reactions · 13 comments



29.07.2024

From one slice to a full box

183 reactions · 8 comments



05.08.2025

FAT — the moment of truth.

104 reactions · 4 comments

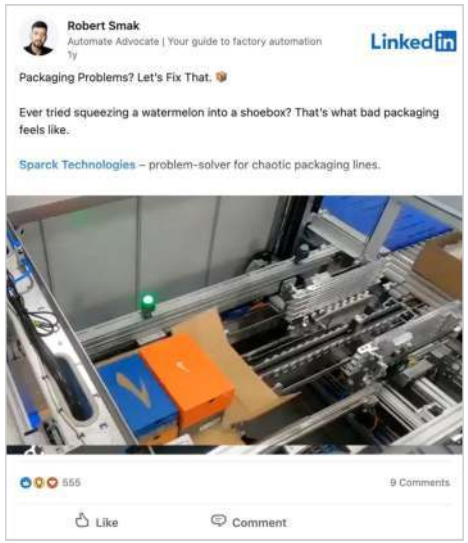
Posts on my profile that mention Syntegon; top 4 by reactions. Click a post to open it on LinkedIn.

Sparck Technologies

6
posts, 2024–2026

1,575
reactions

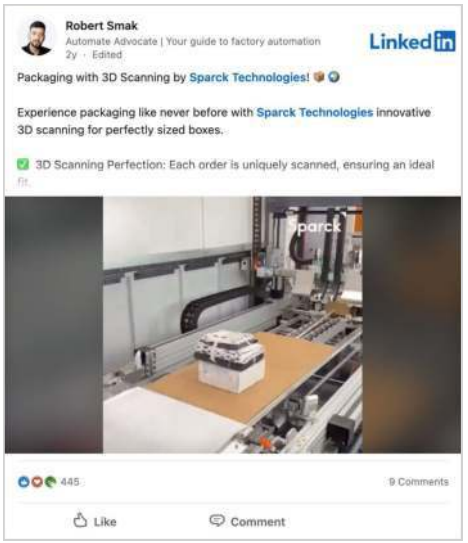
40
comments



20.11.2024

Packaging Problems? Let's Fix That.

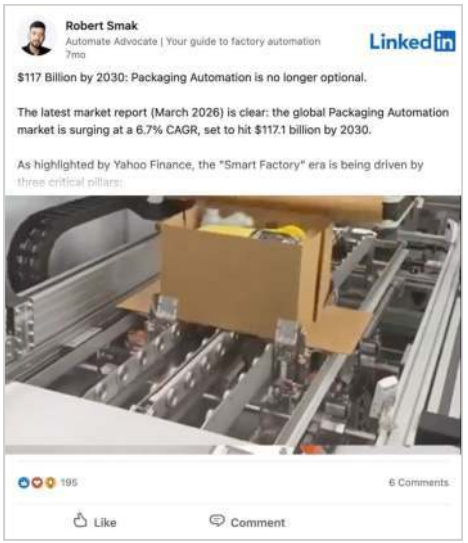
555 reactions · 9 comments



19.01.2024

Packaging with 3D Scanning by Sparck Technologies!

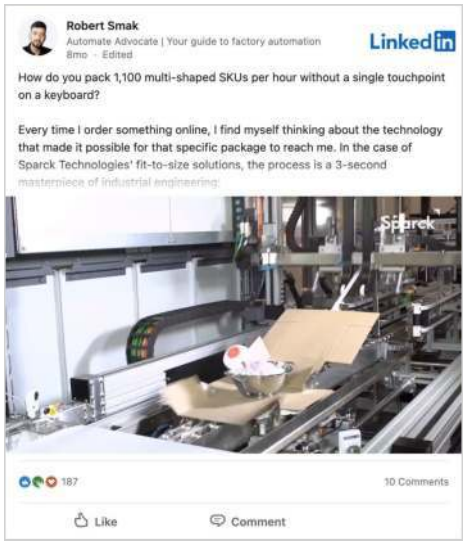
445 reactions · 9 comments



08.03.2026

$117 Billion by 2030: Packaging Automation is no longer op…

195 reactions · 6 comments



01.02.2026

How do you pack 1,100 multi-shaped SKUs per hour without a…

187 reactions · 10 comments

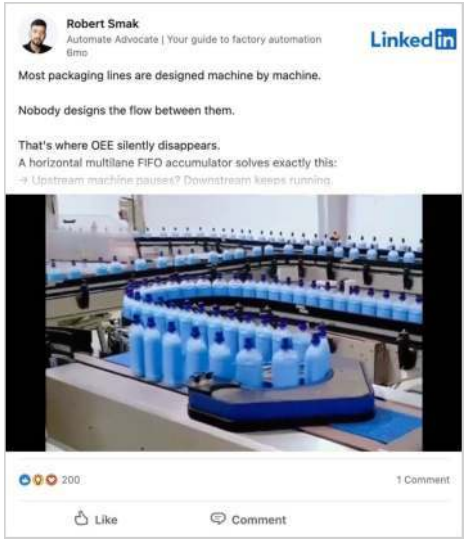
Posts on my profile that mention Sparck Technologies; top 4 by reactions. Click a post to open it on LinkedIn.

Polyketting

3
posts, 2026

476
reactions

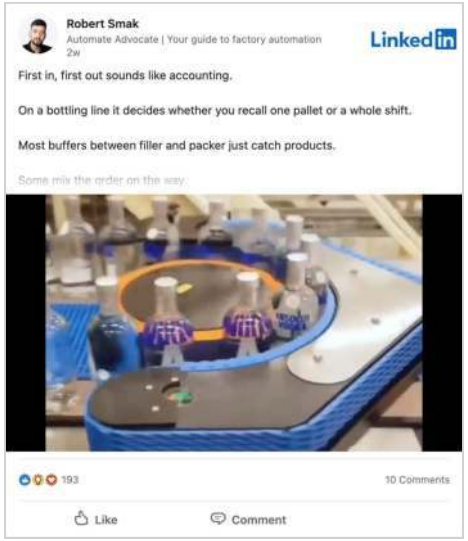
16
comments



09.04.2026

Most packaging lines are designed machine by machine.

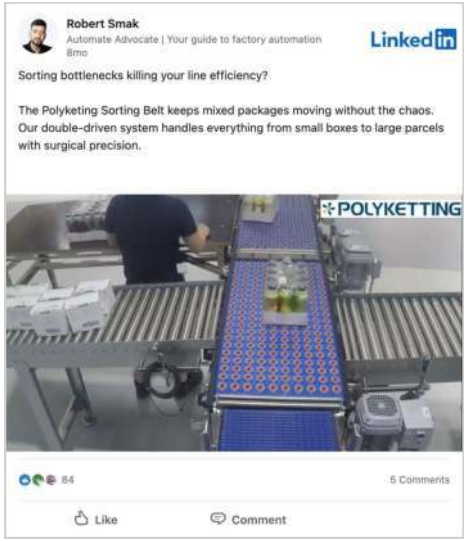
200 reactions · 1 comment



04.10.2026

First in, first out sounds like accounting.

192 reactions · 10 comments



03.02.2026

Sorting bottlenecks killing your line efficiency?

84 reactions · 5 comments

Posts on my profile that mention Polyketting; top 3 by reactions. Click a post to open it on LinkedIn.

PART 5

Components and electronics

The parts inside the machines.



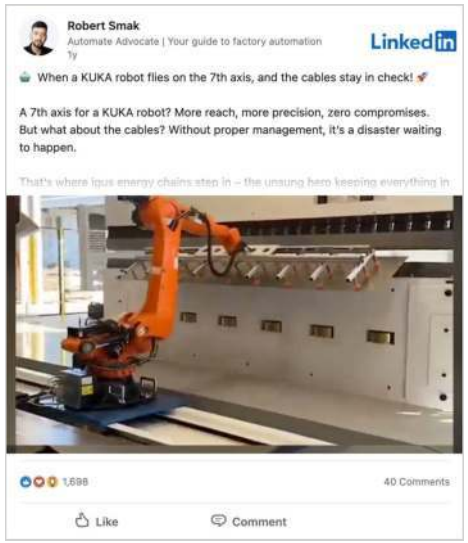


igus

6
posts, 2024–2026

2,640
reactions

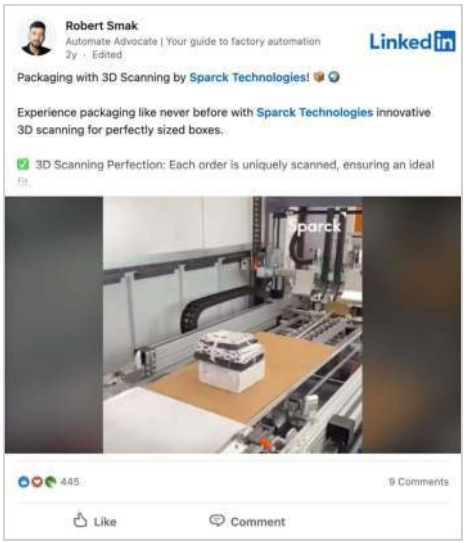
67
comments



07.02.2025

When a KUKA robot flies on the 7th axis, and the cables st...

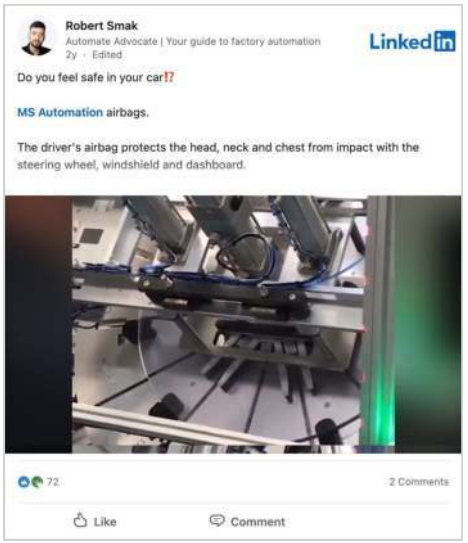
1,698 reactions · 40 comments



19.01.2024

Packaging with 3D Scanning by Sparck Technologies!

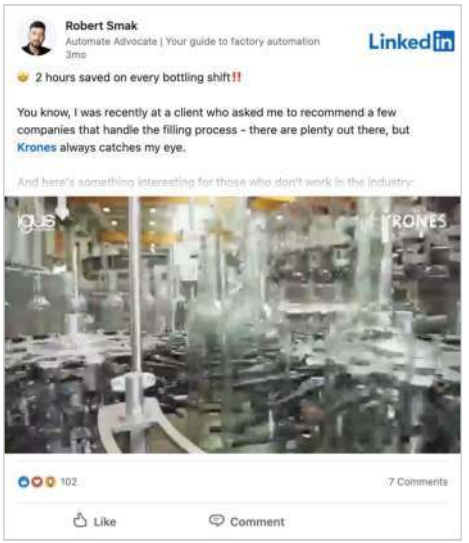
445 reactions · 9 comments



13.03.2024

Do you feel safe in your car? Airbag assembly.

72 reactions · 2 comments



20.06.2026

2 hours saved on every bottling shift

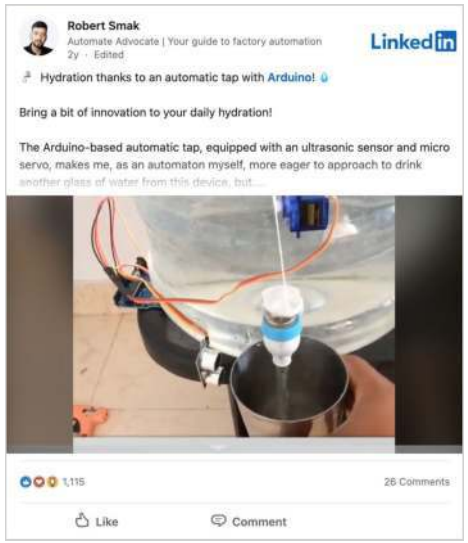
102 reactions · 7 comments

Posts on my profile that mention igus; top 4 by reactions. Click a post to open it on LinkedIn.

11
posts, 2024–2026

2,509
reactions

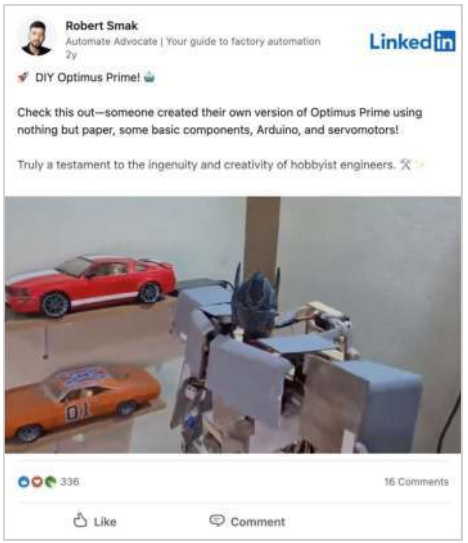
96
comments



16.04.2024

Hydration thanks to an automatic tap with Arduino!

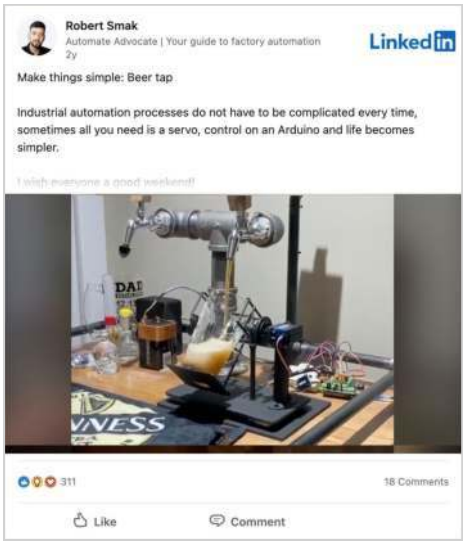
1,115 reactions · 26 comments



15.07.2024

DIY Optimus Prime!

336 reactions · 16 comments



16.02.2024

Make things simple: Beer tap

311 reactions · 18 comments



30.04.2025

Meet BaBot

219 reactions · 8 comments

Posts on my profile that mention Arduino; top 4 by reactions. Click a post to open it on LinkedIn.

HOW I WORK

How I work with companies

1

Footage

You send raw video and project notes, or I film at your plant or event.

2

Mechanism

I pick the one engineering detail worth explaining.

3

Script & edit

Post and video in my own voice, so it reads like engineering, not an ad.

4

Your approval

Nothing goes out before you approve it. Customer products blurred where needed.

Formats

Video series	one mechanism or application per episode
LinkedIn posts	a real case, built around one number
Newsletter	a 5 Ways to Automate edition, 15,000+ subscribers
Events	before, during and after, with a registration link
Interviews	your engineers or customers, on video or in writing



Panel “Tech for production: from signal to report”, Rethink Digital Fest.

Let’s explain your machines

robertsmak@5waystoautomate.com · linkedin.com/in/robert-smak

Method. Reactions and comments as shown on LinkedIn on 21 October 2026; impressions from LinkedIn analytics exports. Companies in parts 2–5 are counted by posts that mention them, so one post can mention several companies. Business results of collaborations, such as inquiries and orders, are confidential under NDA. Logos belong to their owners.
