

+++ Press Release +++

POSITAL-FRABA becomes Global Rockwell Encompass™ Partner



Hamilton, New Jersey, November 2014 – POSITAL-FRABA has been named as a global partner of Rockwell Automation’s Encompass™ program. (The company had previously been registered as an Encompass partner for Asia-Pacific and the Americas.) Through the Encompass Product Partnership, customers can quickly locate complementary products from POSITAL-FRABA and other vendors that best solve application challenges. These products are critical components of connectivity solutions that extend and enhance Rockwell Automation installations. For more information on Rockwell Automation’s Encompass program, visit <http://www.rockwellautomation.com/encompass/>.

POSITAL-FRABA products featured in the Encompass program include LINARIX linear displacement transducers, TILTIX inclinometers, IXARC explosion-proof rotary sensors and IXARC potentiometers with a unique programmable analog communications interface. All of these products are available in a wide variety of mechanical and electronic configurations to suit specialized application requirements. Finding the right sensor for a particular application is straightforward. POSITAL-FRABA’s web site (www.posita.com) provides a powerful product finder tool that enables a customer to specify the product features they require, and then zero in on the available products.

About FRABA

FRABA Inc. is the North American sister company of Netherlands-based FRABA B.V., a group of enterprises focused on providing advanced products for position sensing and motion control in many sectors and applications. POSITAL is a business unit within the FRABA group that specializes in industrial position and motion sensors.

About Rockwell Automation

Rockwell Automation, Inc. (NYSE: ROK), the world’s largest company dedicated to industrial automation and information, makes its customers more productive and the world more sustainable. Headquartered in Milwaukee, Wis., Rockwell Automation employs about 20,000 people serving customers in more than 80 countries.

About the Rockwell Automation Partnership

FRABA Inc. is part of the Rockwell Automation PartnerNetwork™ program, which includes business enterprise, sales and solutions, and product and technology partners. Through collaboration with Rockwell Automation, FRABA Inc. helps its customers improve time to market, lower total cost of ownership, better manage assets and lower manufacturing business risk. For more information, visit www.rockwellautomation.com/partners/