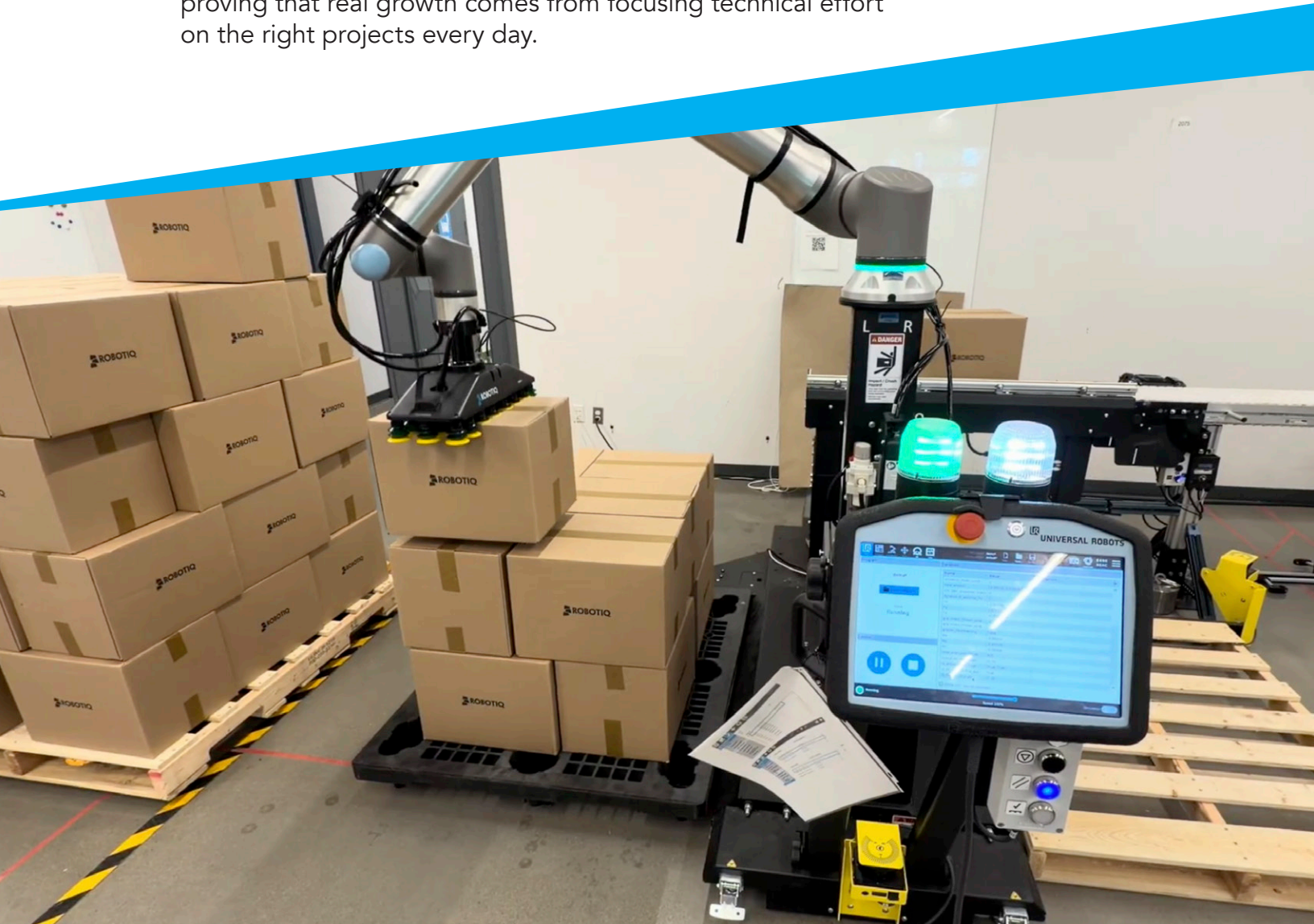


HOW ALUMOTION SCALED PALLETIZING BY FOCUSING ON WHAT MATTERS MOST

A quiet reflection on moving away from reactive busyness—
proving that real growth comes from focusing technical effort
on the right projects every day.



INTRODUCING ALUMOTION

Founded in Cernusco sul Naviglio (Milan area), Alumotion brings over 15 years of expertise to collaborative robotics and end-of-line automation. Led by CEO Fabio Facchinetti, Alumotion has installed 1,200+ cobots across 400+ companies and trained over 2,000 operators, combining deep technical experience with an unwavering commitment to customer success.

However, in a fast-paced market, high technical competence can create an unseen trap: taking on every complex custom engineering challenge that comes through the door.

THE TRAP

Why are we constantly busy, yet struggling to scale?

Before adopting the Robotiq Way, Alumotion's main barrier to growth wasn't a lack of talent or opportunity—it was **"reactive busyness."**



Fabio Facchinetti
CEO, Alumotion

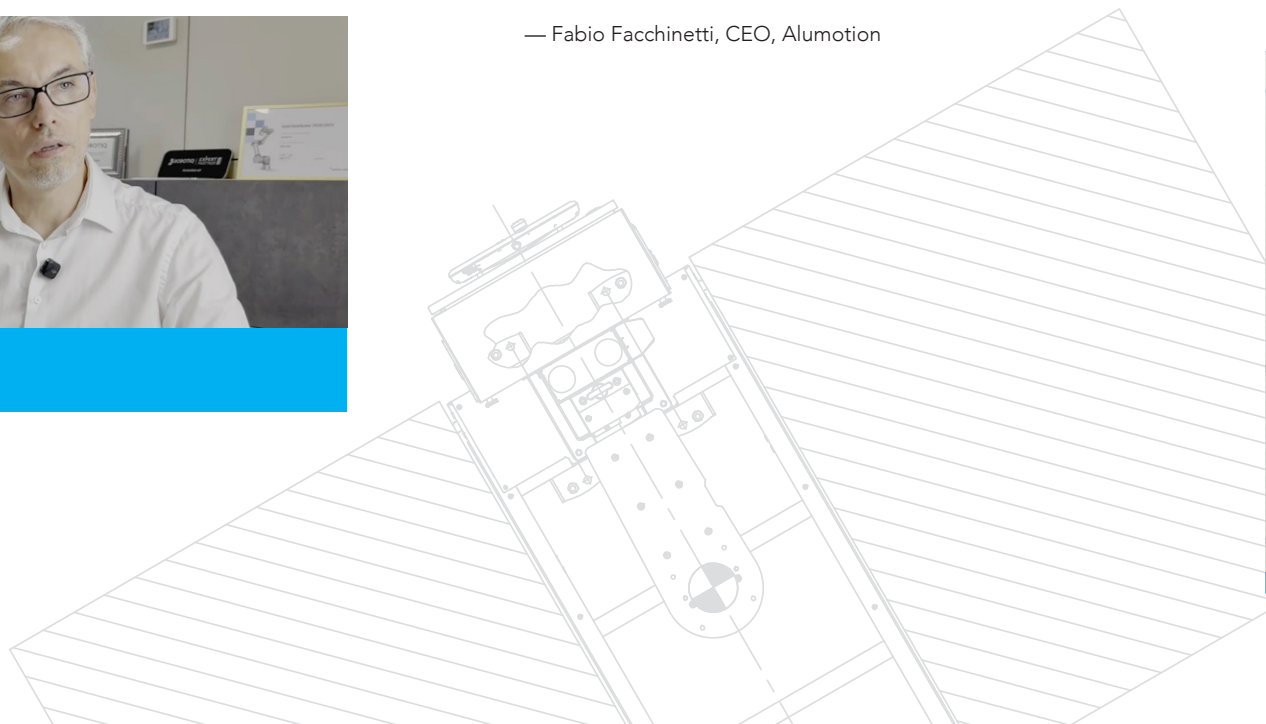
Reinventing the Wheel: The technical and design teams spent extensive time engineering unique, custom solutions from scratch for every single inquiry.

Chasing Every Lead: In the past, every lead was followed with equal priority, resulting in significant technical effort spent upfront on low-probability requests.

Capacity Limits: Delivering completely distinct applications for each client created a natural ceiling on annual project throughput. Leadership recognized this limit and made the strategic decision to consolidate engineering focus around a single, standardized application.

“Busyness was a term quite new to me, but it’s a good term. In the past, our team followed every lead the same way, with high effort on every custom request. Finding a standard process to qualify the right fit was a big step forward for us.”

— Fabio Facchinetti, CEO, Alumotion



THE TURNING POINT

How do we shift from reactive busyness to repeatable clarity?

The turning point occurred during a Robotiq sales training workshop in Lyon. Working alongside Robotiq Regional Sales Manager Alessio Cappellaro, Alumotion audited their pipeline and underwent a core mindset shift: Not all opportunities are equal.

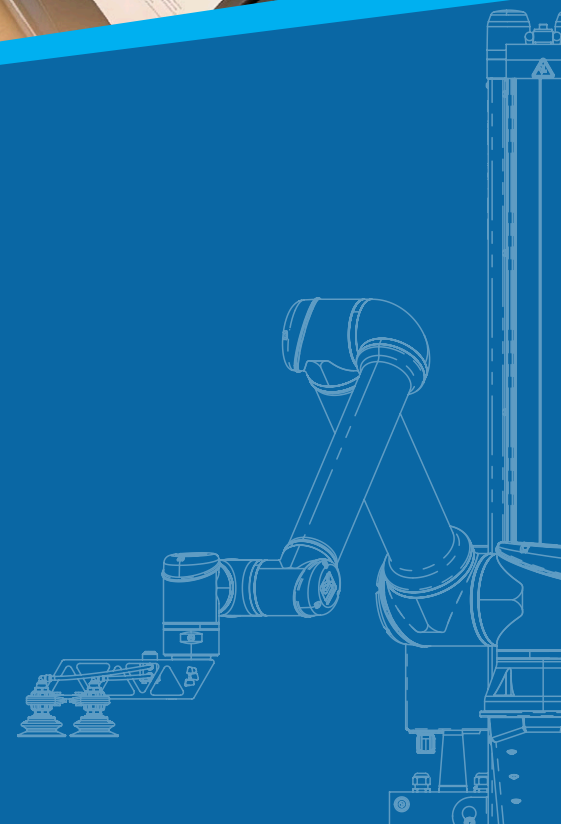
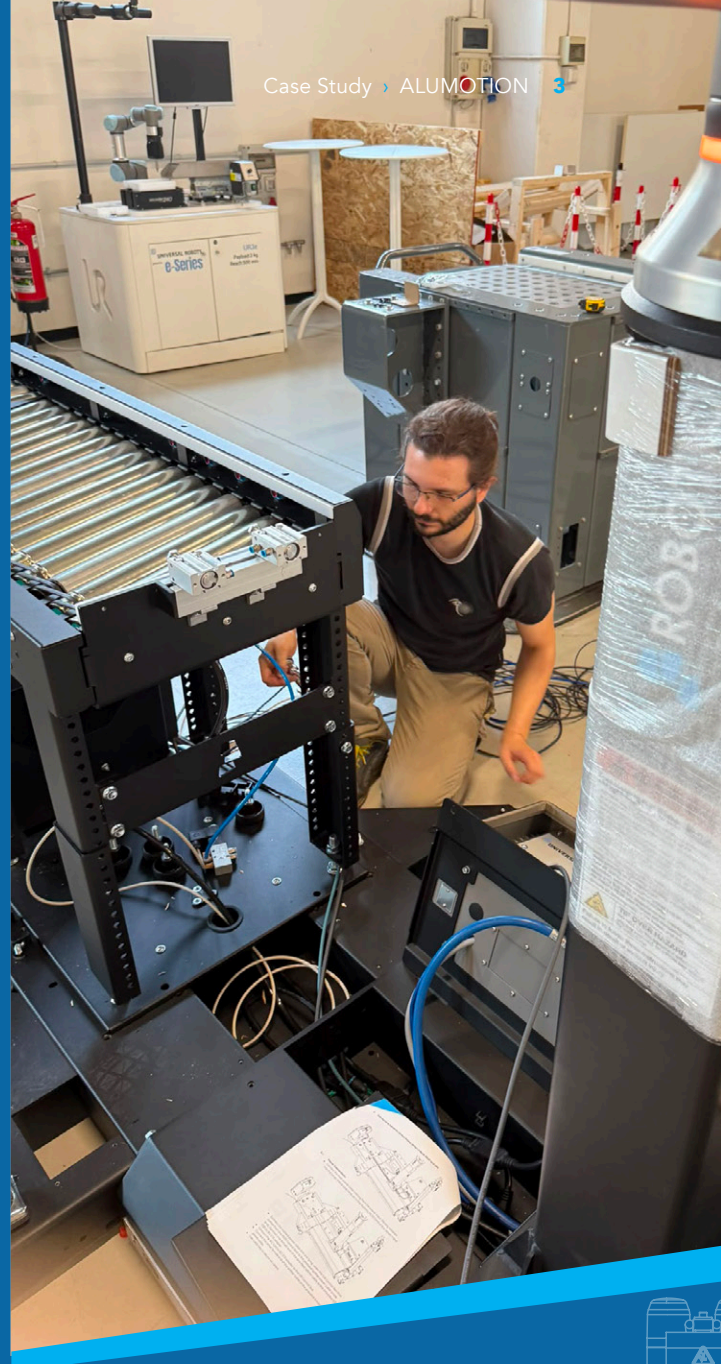
To turn this realization into a repeatable reality, Alumotion deployed a two-part system:

1. The Business Qualification Sheet

(The Sales Engine): A structured framework to qualify project requirements early, focus on high-fit opportunities, and align with prospective clients upfront.

2. Robotiq IQ & PAL Ready (The Engineering Engine):

Instead of building custom prototypes from scratch, Alumotion adopted Robotiq IQ software paired with PAL Ready standardized Workcells. IQ automated integration setup, giving both Alumotion and the end-customer instant confidence in project execution.





LEAN PALLETIZING

THE RESULT

What happens when standard tools meet daily discipline?

By combining rigorous lead qualification with Robotiq IQ's standardized integration, Alumotion unlocked immediate commercial and operational performance:

- › **5% to 22% Share of Closed Business:**
Palletizing grew from 5% of closed sales in 2023 to 22% in 2025, becoming a fifth of what Alumotion sells.
- › **Scaled Project Volume:**
Streamlined pre-sales qualification and standardized integration enabled the team to expand throughput from 4 projects a year to 10–12 annually.
- › **Reduced Project Risk:**
Standardized PAL Ready Workcells replaced build-from-scratch prototype cycles, optimizing technical focus and protecting engineering bandwidth.

› **Focused Technical Analysis:**

Standardizing qualification freed up engineering time to deeply analyze each customer's unique process and execute high-fit projects with precision.

The Philosophy of Habit:

A One-Time Reset vs. Daily Craft

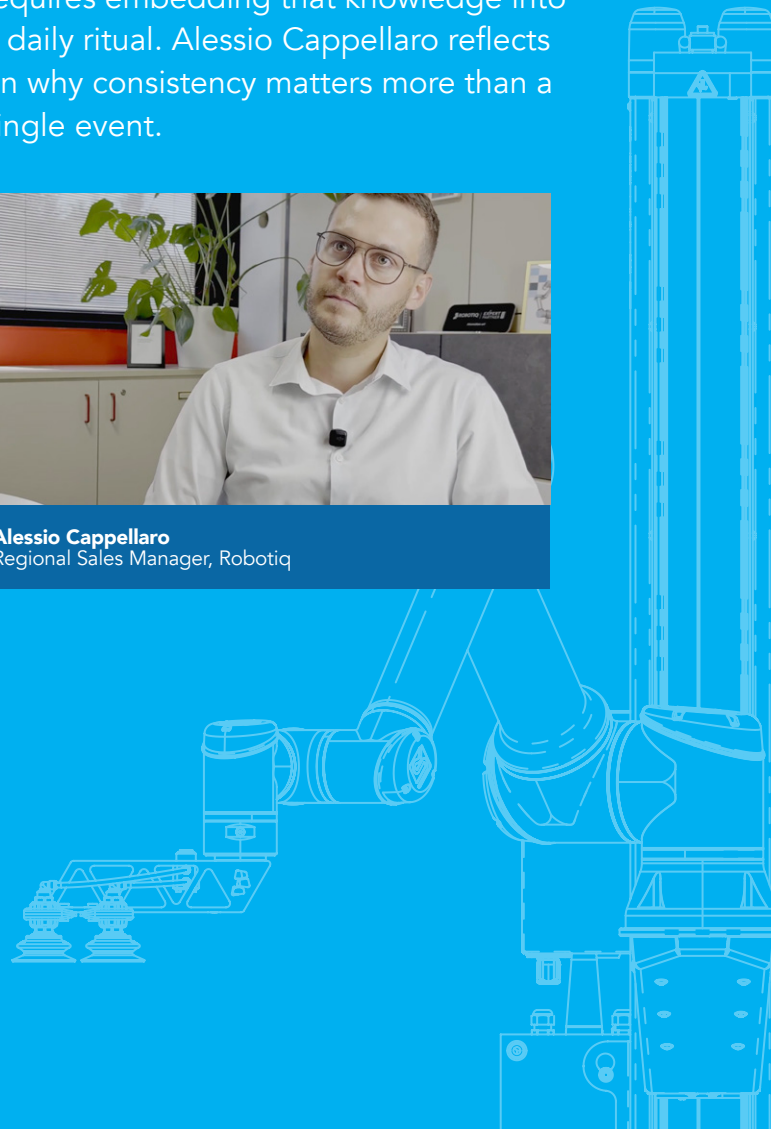
Attending a training workshop provides the initial spark, but long-term success requires embedding that knowledge into a daily ritual. Alessio Cappellaro reflects on why consistency matters more than a single event.



Alessio Cappellaro
Regional Sales Manager, Robotiq

“Going to a workshop is like going to the dentist—it sets things right. But real success comes from keeping up the habit: brushing your teeth every day.”

— Alessio Cappellaro, Regional Sales Manager, Robotiq





ADVICE TO PARTNERS

What would you say to those who feel “too busy” to change?

For partners hesitant to change their process because they feel overwhelmed or under-resourced, Fabio offers direct, empirical advice.

“ I understand perfectly—it’s not easy. But first, review your sales process and look at your CRM data. The data will prove that you are wasting time. Once you see that, trust the distilled method from Robotiq. If you follow the method, the result will arrive.”

— Fabio Facchinetti, CEO, Alumotion



Unlock greater potential with Robotiq’s Lean Palletizing and discover how automation can transform your operations.

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