



When SUPER-FLASH meets Multi Data's expertise

From batch dosing to mixer control: how reliable software and a specialized partner are transforming plastic and rubber processing plants.

When Multi Data was founded in 1994, industrial automation was not yet a common topic of discussion. PLCs were the prerogative of a few large companies, and most systems were controlled by relays or programmable microprocessors. The company was founded to meet the needs of two European pioneers in the pneumatic conveying and powder dosing sectors, who were seeking innovative solutions to streamline processes that had until then been managed almost exclusively manually. The first automated systems built by Multi Data were thus born, directly from the laboratories of those companies, and it was immediately clear that relay technology was a limitation. This led to the decision to focus on PLCs, at a time when few were using them—much like those who apply Artificial Intelligence to complex processes today.

COLLABORATION WITH SUPER-FLASH

At the same time, field management needed to be complemented

by a higher level of supervision, one that was more advanced than the line-based operator panels available at the time. It was at that point that the collaboration with Automa and its Super-Flash software began, adopted from its earliest versions in a DOS environment. A choice that proved to be a winning one: the robustness and reliability of Super-Flash, combined with the ease of migrating applications to modern platforms, allowed Multi Data to grow and specialize without ever interrupting technological continuity.

TECHNOLOGICAL EVOLUTION

Over the years, integration with proprietary software and external drivers in .NET and Delphi has further enhanced the offering: multi-level recipe management, complex cycle monitoring charts, full traceability via barcodes, custom label printing, and connection to SQL databases. Currently, more than 300 applications have been developed and installed.

Companies in the plastics and rubber industry choose Multi Data because it does more than just provide software—it has a deep understanding of the process. Its technicians can service mixers, turbo mixers, batch-off systems, and dosing lines even without electrical diagrams or documentation, transforming outdated lines into systems that meet the traceability and flexibility standards required by Industry 4.0.

PHILOSOPHY AND MARKET APPROACH

The philosophy is clear: don't try to do everything, but focus on a few sectors and do that to the best of your ability. In a market where many automation suppliers claim to offer "360°" solutions, Multi Data positions itself as the specialist, like the "doctor" who truly understands the patient's problems. It is this approach that allows the company to guarantee faster commissioning (an average 30% reduction in time), adaptable modular systems, and above all, immediate support—often within minutes thanks to remote assistance.

REVAMPING AND MODULARITY

Another key strength is the ability to offer revamping solutions: upgrading a system's control software helps reduce costs, avoid lengthy downtime, and keep machines that are still robust and reliable in production. With an

investment amounting to a fraction of the cost of a new system, companies can gain modern features such as full traceability, detailed reporting, and integration with ERP or MES systems, without replacing machinery worth hundreds of thousands of euros.

Modularity is key: each customer can install only the modules they need and add others in the future, without disrupting the entire system. This approach makes production more flexible and better able to adapt to market changes, even when commercial demands become more pressing or production batches smaller.

A WINNING COMBINATION

The combination of the SUPER-FLASH platform and Multi Data's expertise thus represents a rare example of continuous technological evolution: for over three decades, the same software base, updated and tailored to specific needs, has been combined with know-how built on hundreds of real-world installations.

The result is more efficient, safer production that is ready to meet the demands of an increasingly competitive market. This is why so many companies continue to choose Multi Data: not just an automation supplier, but a technology partner capable of ensuring the long-term reliability of systems, supporting customers on their growth journey, and guaranteeing rapid, expert support. In an industry where every system downtime counts, knowing you can rely on a specialized partner truly makes all the difference.

