

Website Redesign Guide

Mitsubishi Electric Automation

Redesign Phases Overview	Page 3
Homepage Section	Pages 4-14
Service and Solutions Sections	Pages 15-19
Resources, Support, News & Events, About Us, and more	Pages 20-23
Products	Pages 24-28

- | | |
|----------------|--|
| Phase 1 | Header/Footer ~ <i>Launched Summer of 2024</i> |
| Phase 2 | Non-Product Sections (Homepage, Service, Solutions, Resources, Support, News & Events, About Us)
~ <i>Fully launched December 21st</i> |
| Phase 3 | Products Sections ~ <i>Launched April 2025</i> |

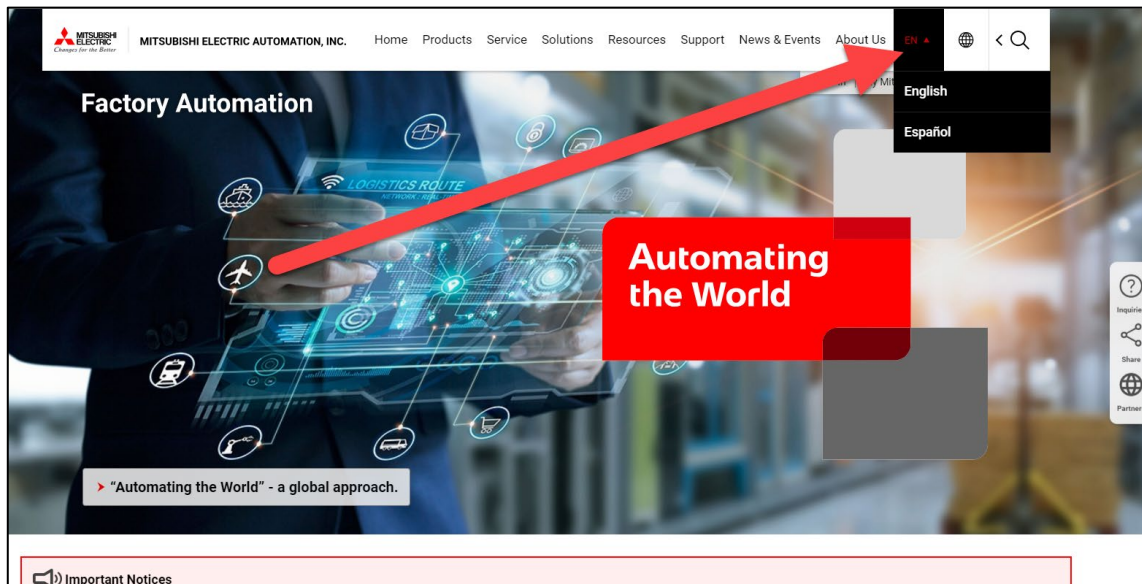
Included in this guide are Phases 1-3.

The website's homepage was updated on 8/29/2024, affecting the location of many of the items that existed in the old website design. The following section of the guide explains those changes.

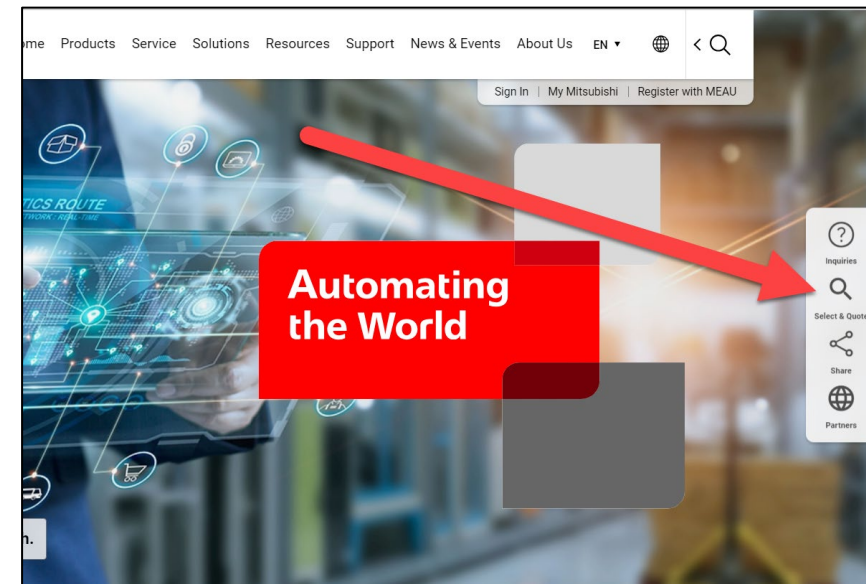
(Update 10/16/2024) Since the homepage was updated, we have now made the Homepage, Support, and Services pages available in Spanish via the drop-down button in the header. At this time, only the Homepage, Support, and Services pages are available in Spanish.

In addition, we have added a button in the right navigation panel that links directly to our “Select & Quote” website portal.

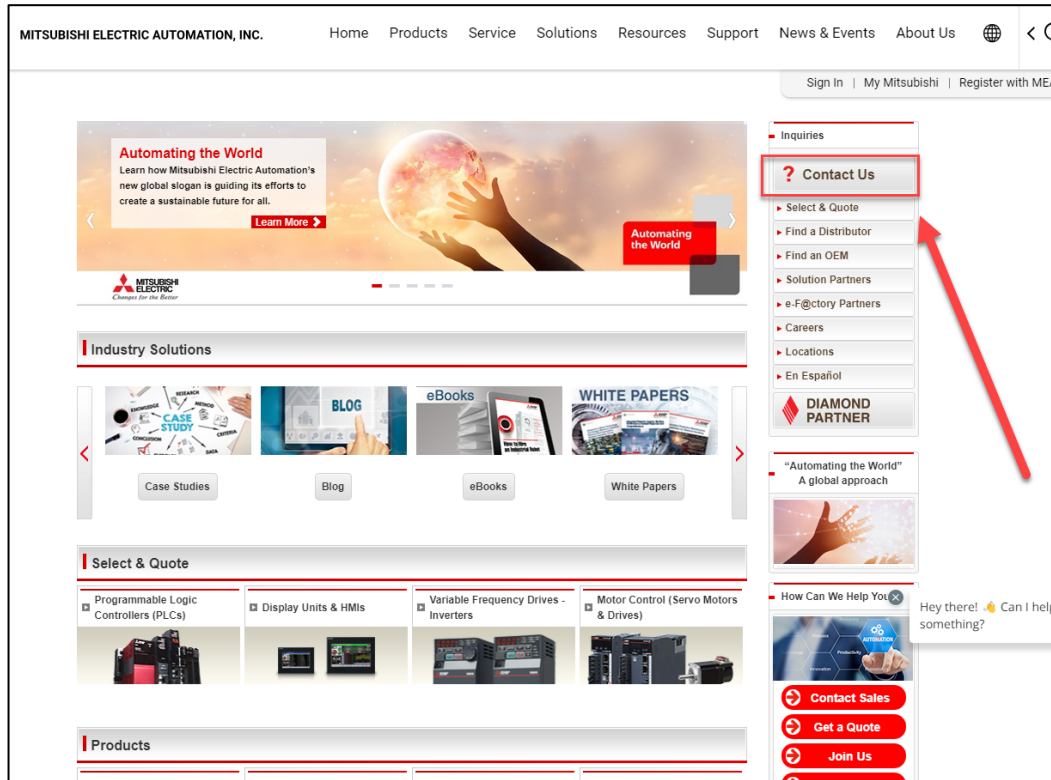
English/Spanish translation button



Select & Quote button

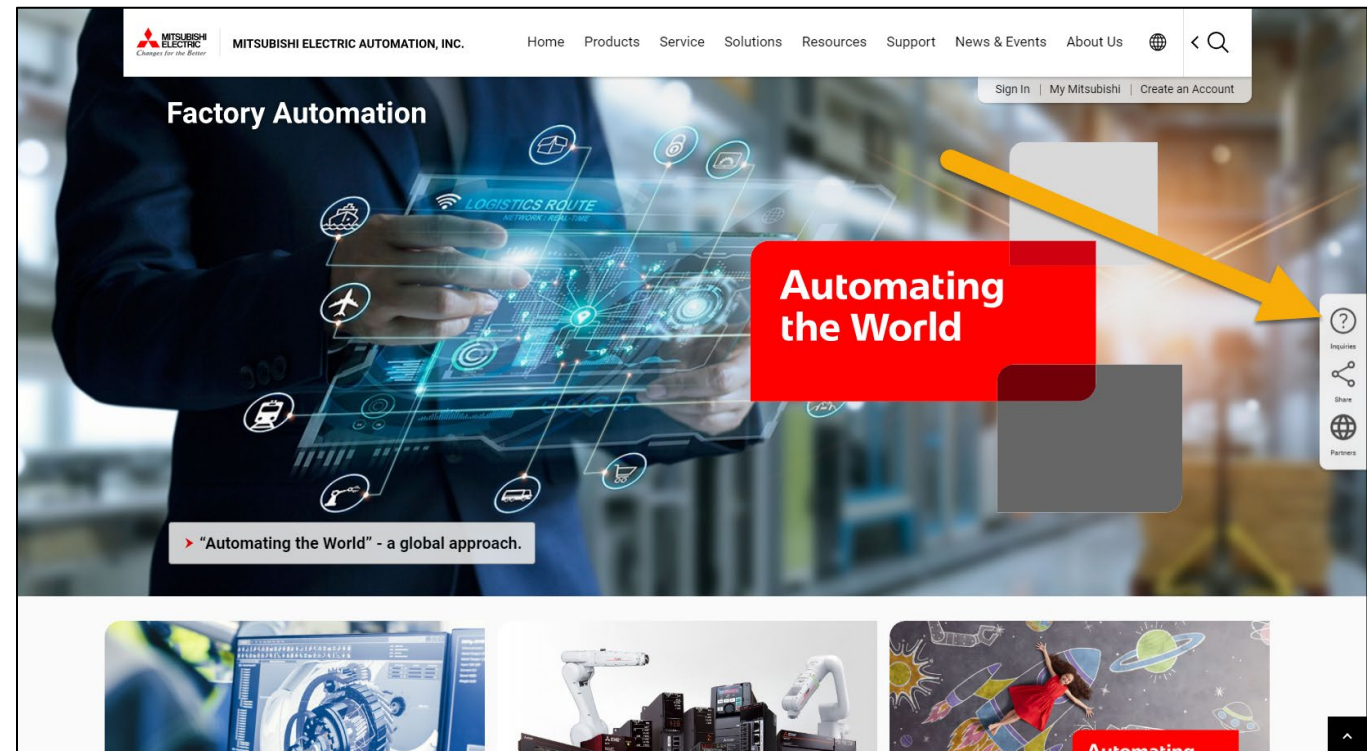


Inquiries – Contact Sales, Contact Support, Contact Web Support, and Join Us

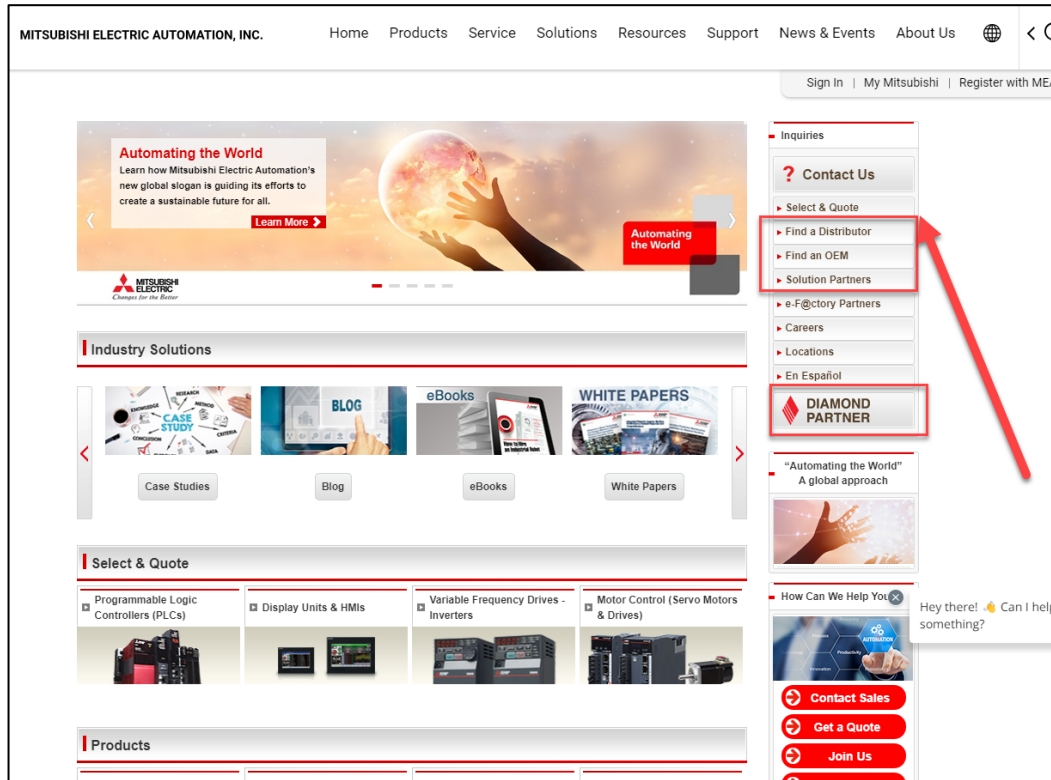


Contact Sales is now located in the right navigation panel in “Inquiries.”

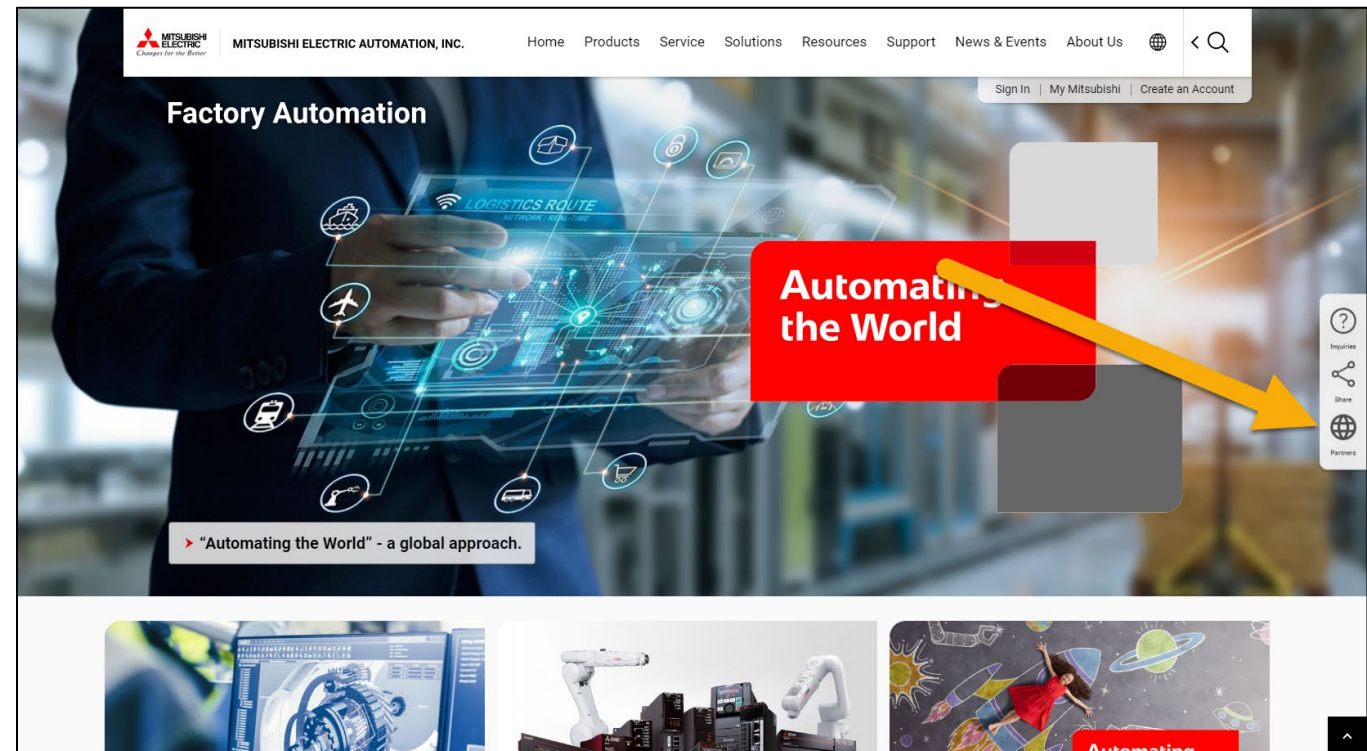
Also located in Inquiries are: **Join Us**, **Contact Support**, and **Contact Web Support**

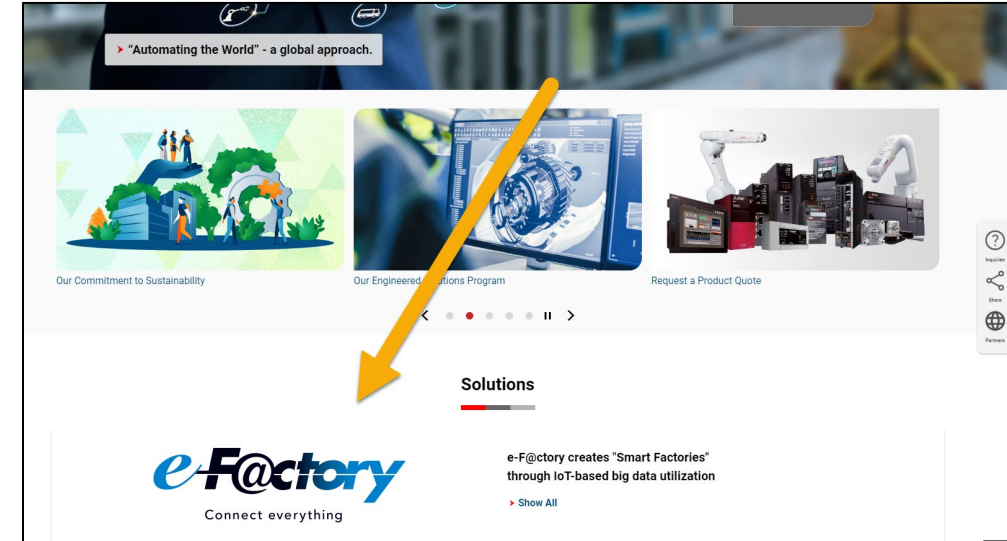
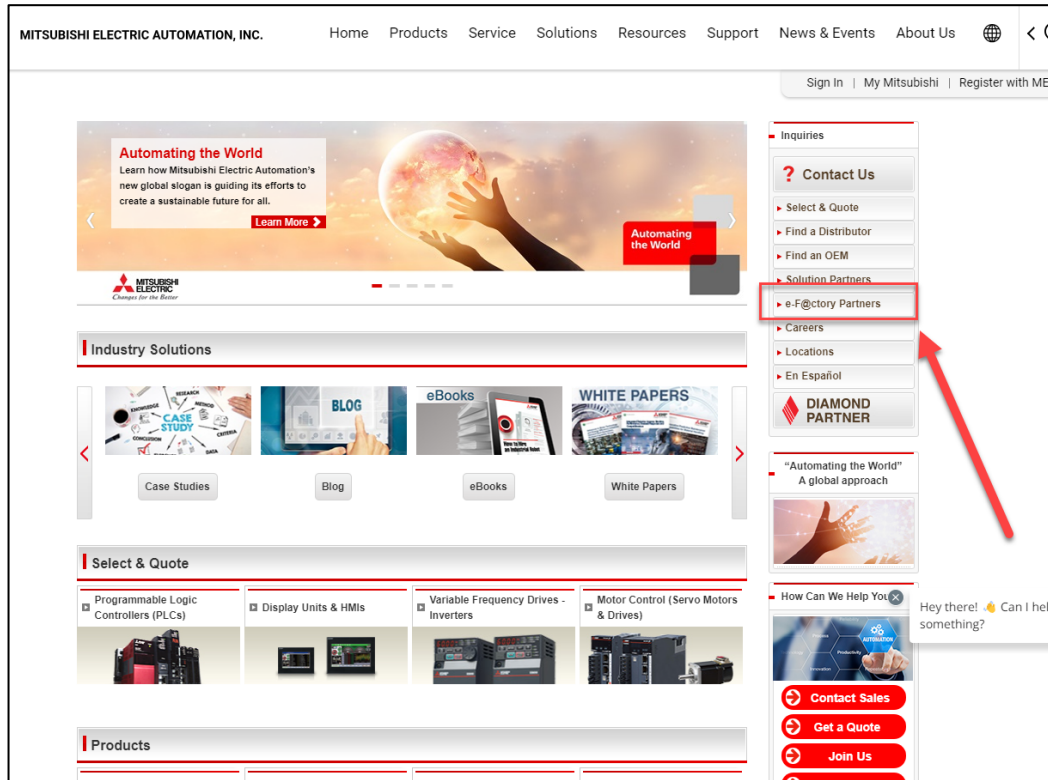


Partners – Find a Distributor, Find an OEM, Solutions Partners, and Diamond Partner

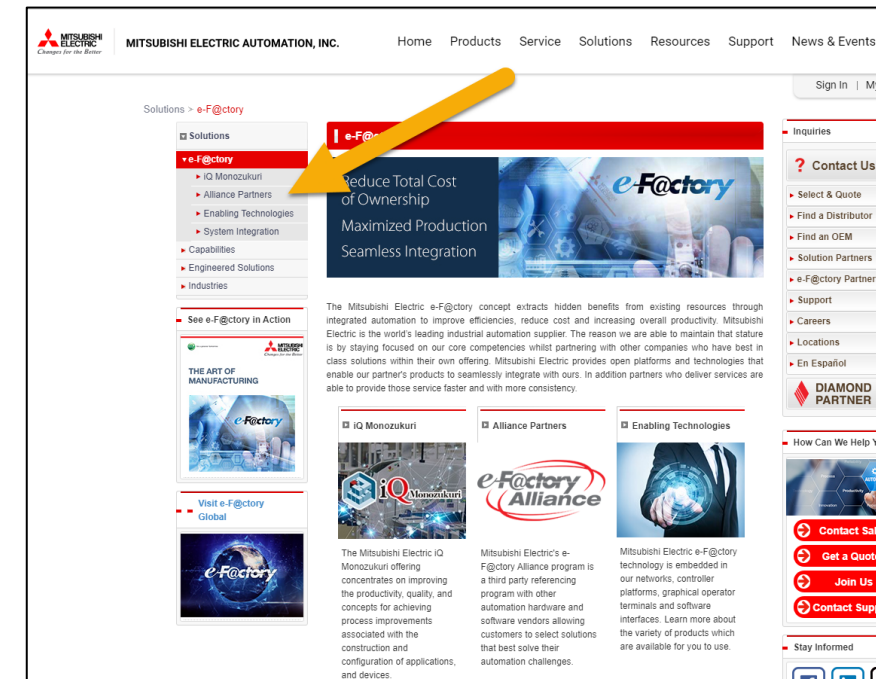


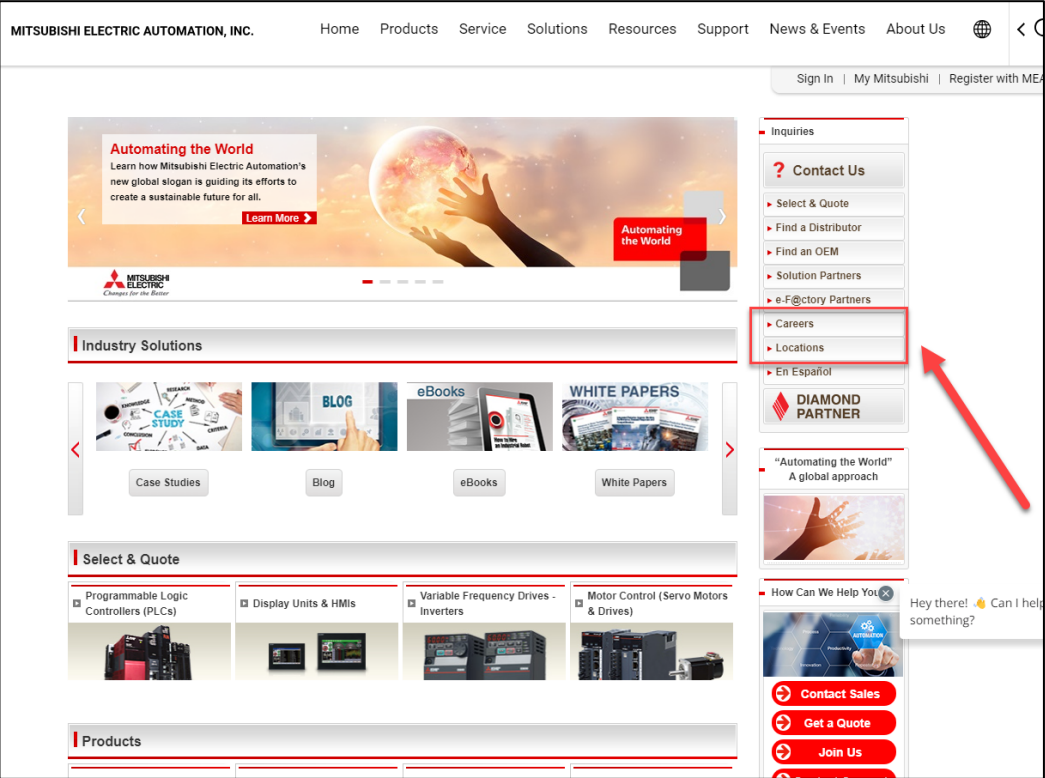
Find a Distributor and OEM, Solution Partners, and Diamond Partner are now located in the right navigation panel in “Partners.”



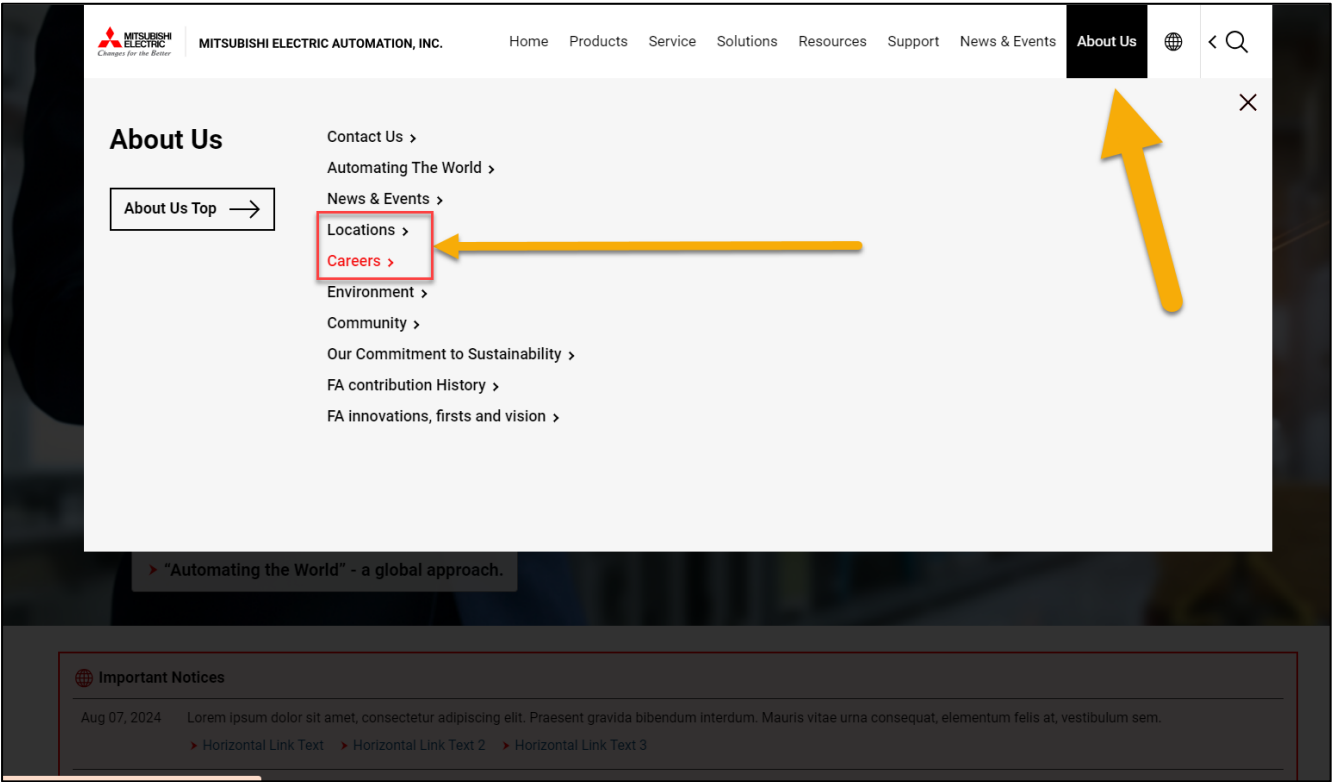


e-F@ctory Partners is now located in the e-F@ctory section of the homepage, under the carousel. When you are renavigated to the e-F@ctory page, "Alliance Partners" is found in the left navigation panel.

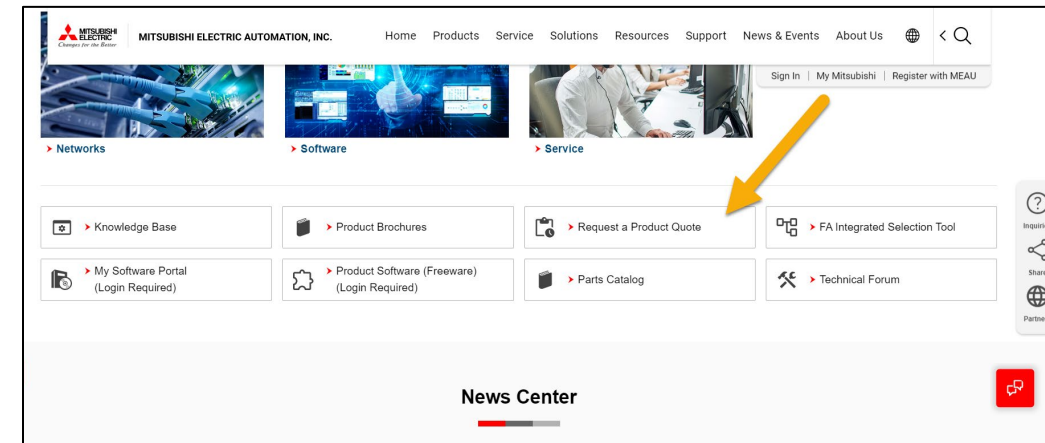
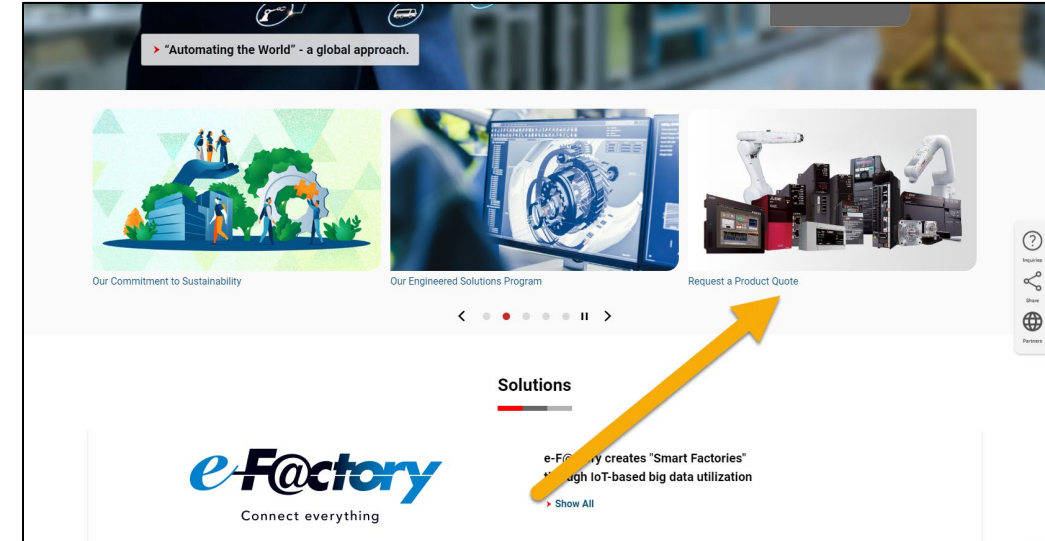
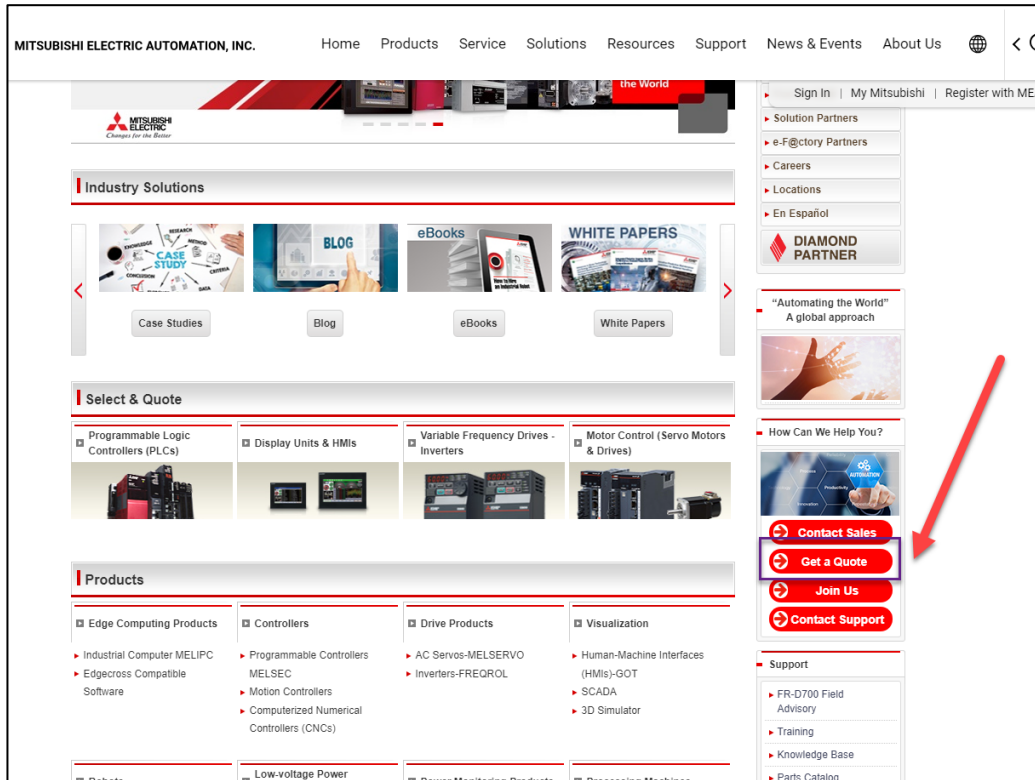




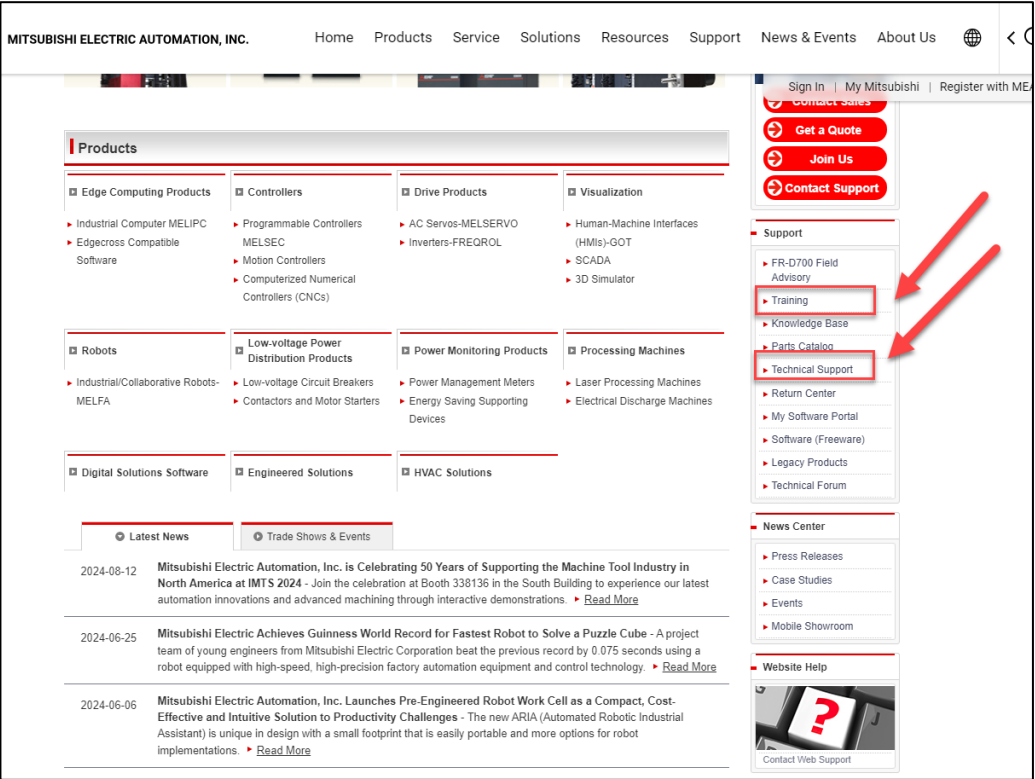
Careers and Locations have been removed from the Homepage, but continue to be accessible via the website Header in “About Us.”



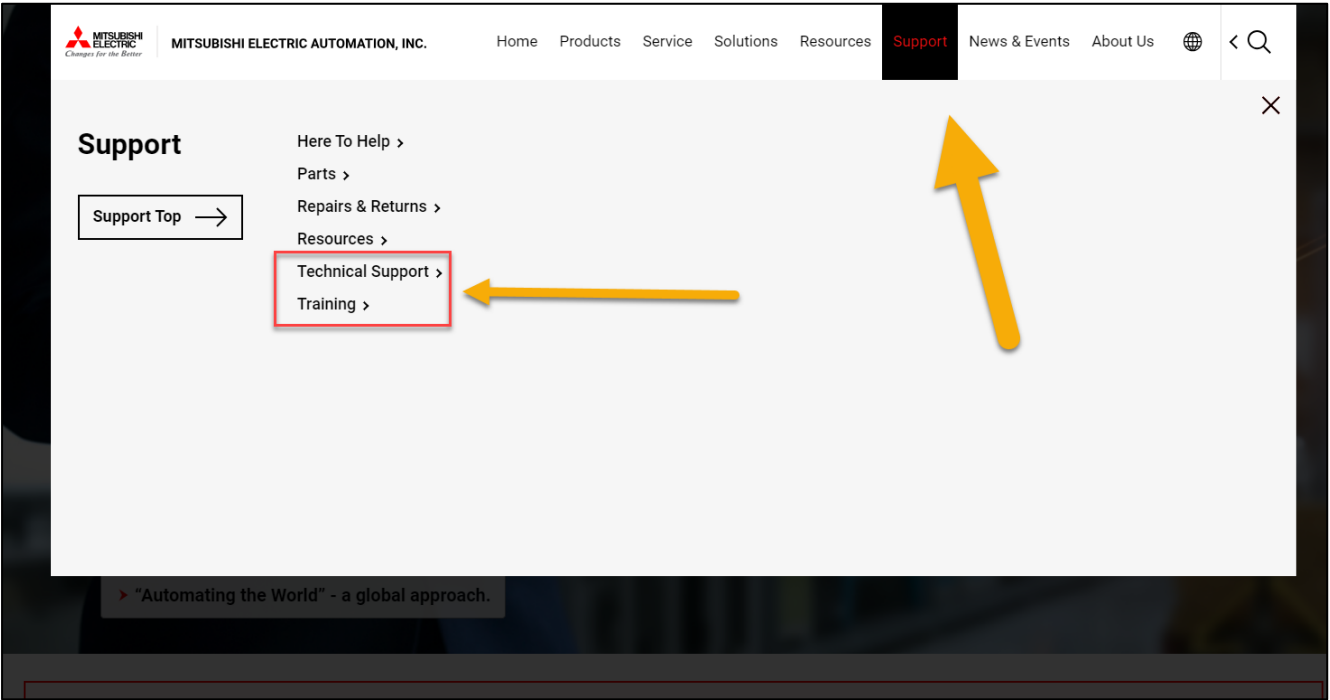
Get a Quote



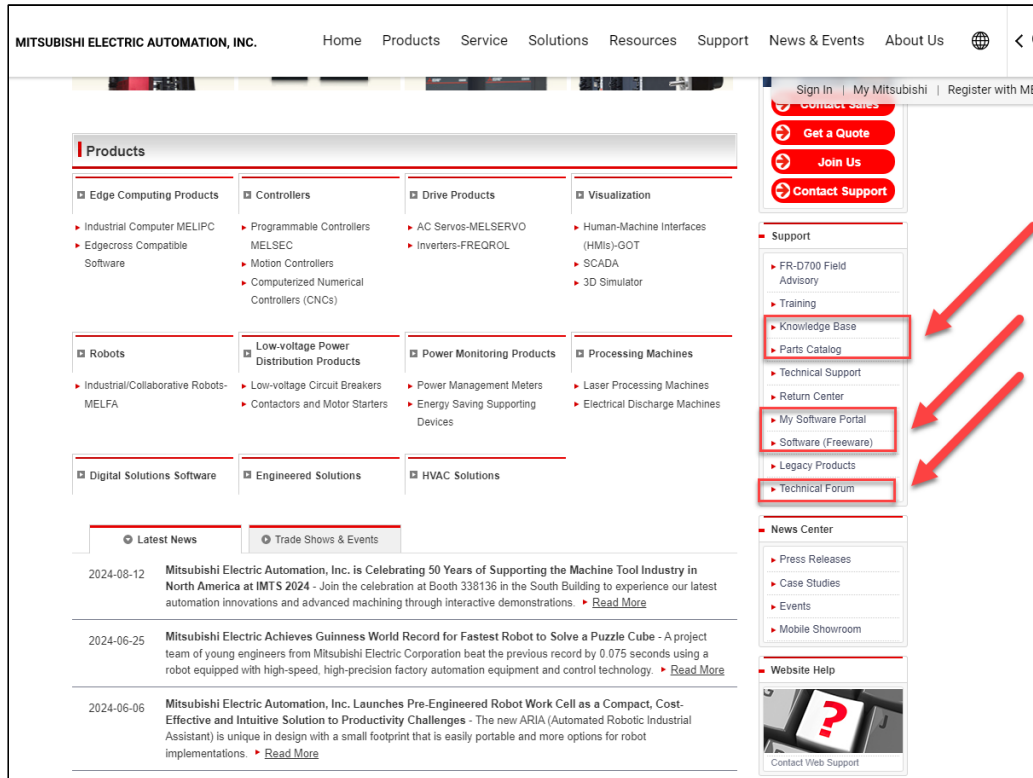
Get a Quote is now located in the carousel under the banner image. You may need to scroll to the left or right to see it. It is also located towards the bottom of the homepage, sandwiched between the Products and News Center sections.



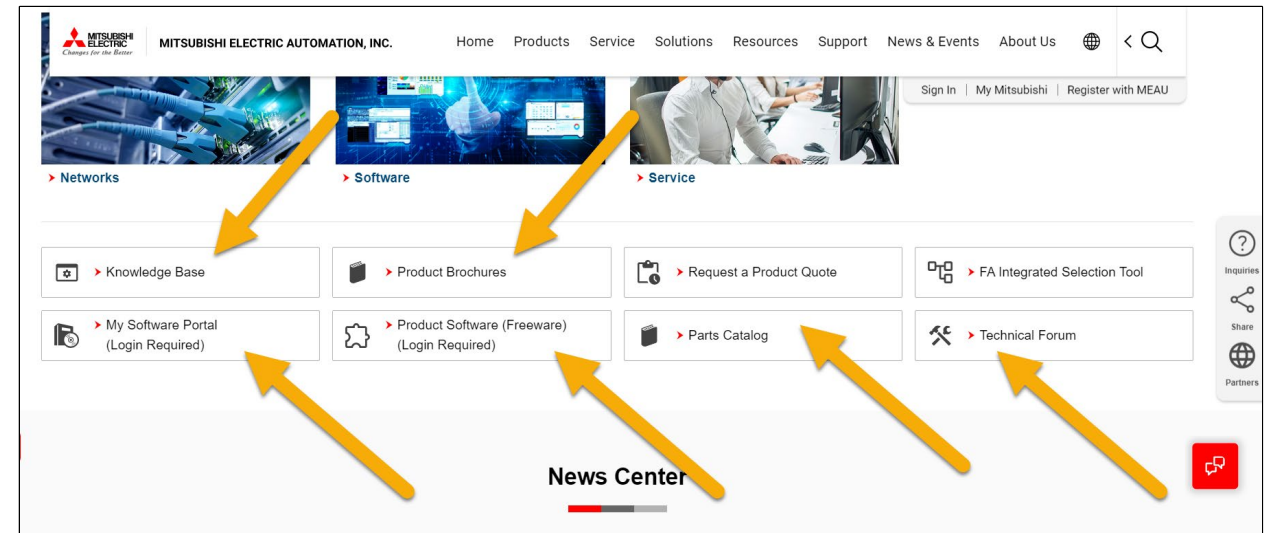
Training and **Technical Support** have been removed from the homepage but continue to be accessible via the website Header in "Support."



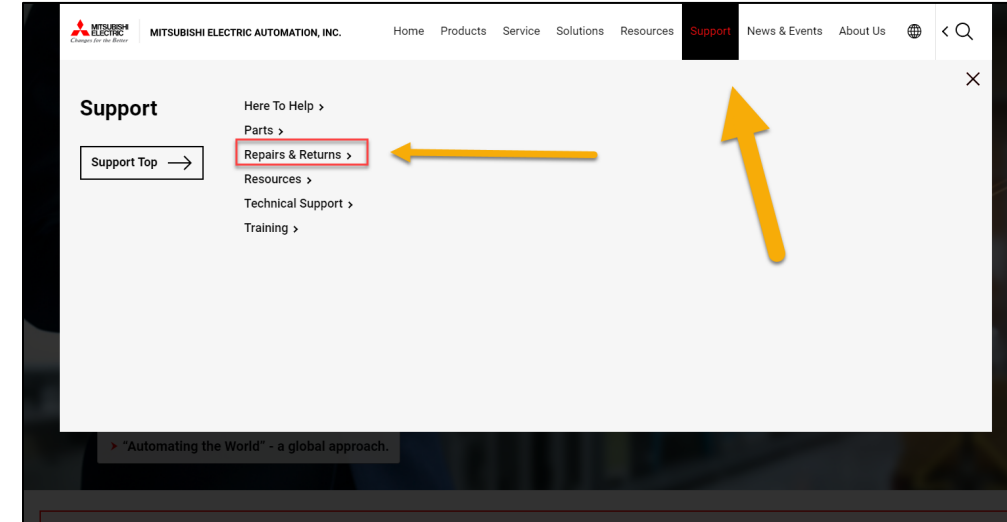
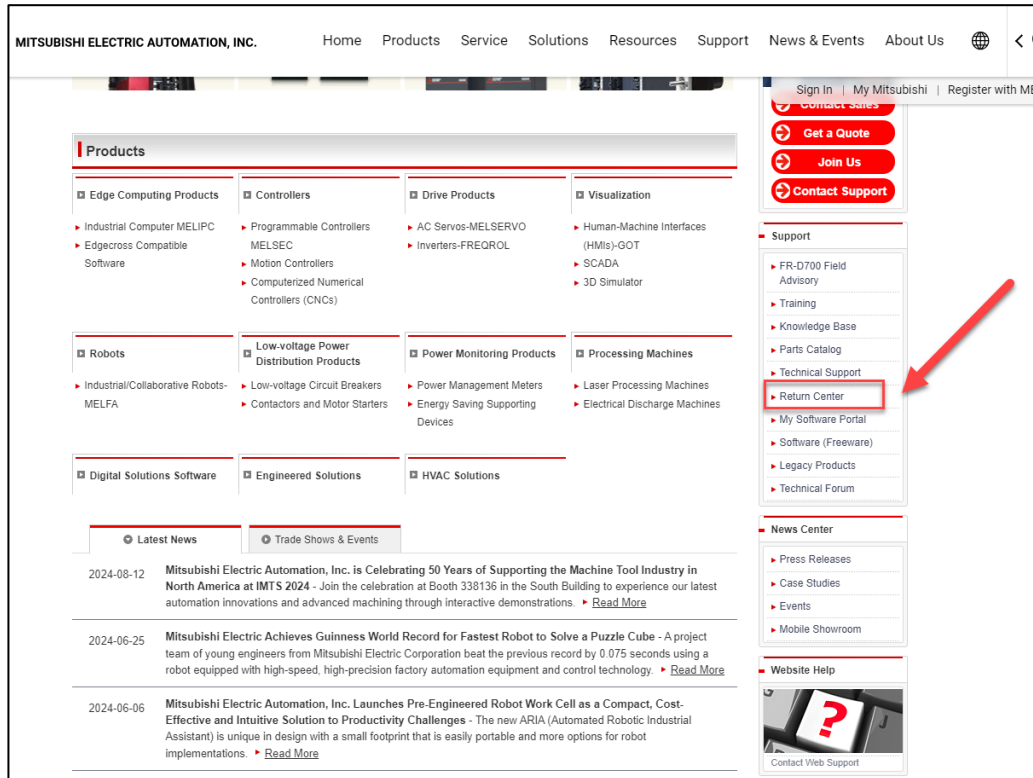
Support – Knowledge Base, Parts Catalog, My Software Portal, Software (Freeware), and Technical Forum



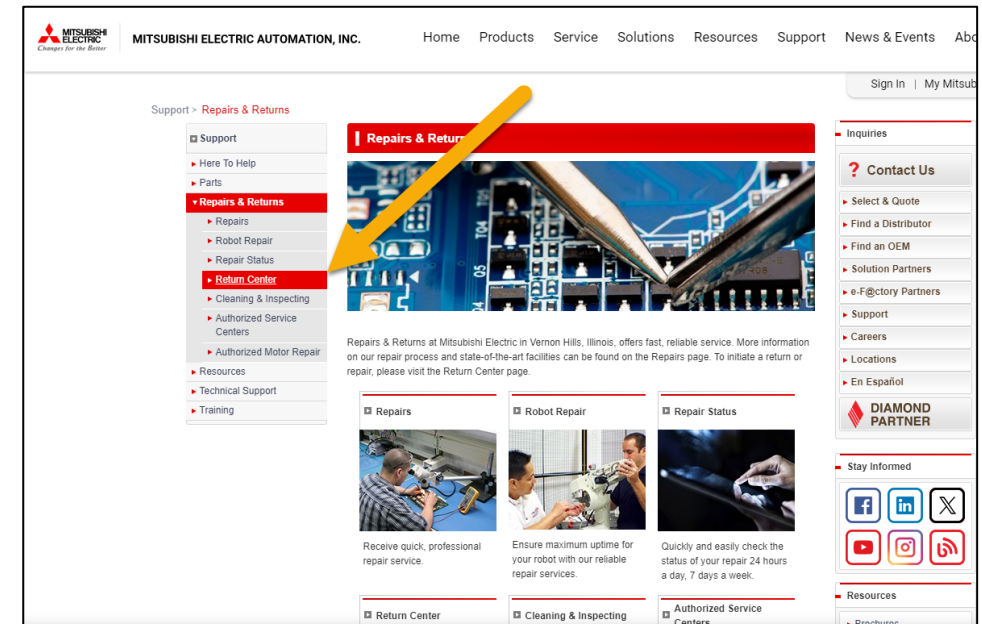
Knowledge Base, Parts Catalog, My Software Portal, Software (Freeware) and Technical Forum are towards the bottom of the homepage, sandwiched between the Products and News Center sections.



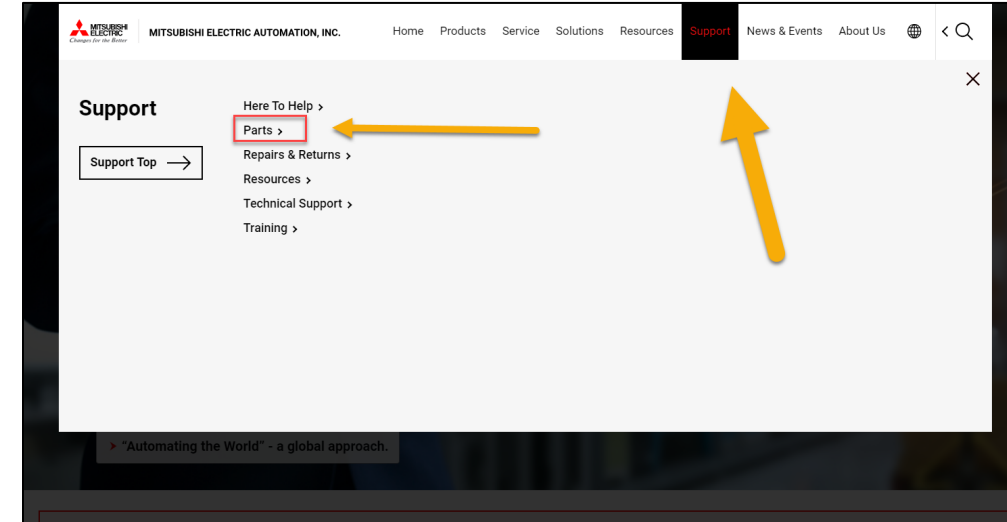
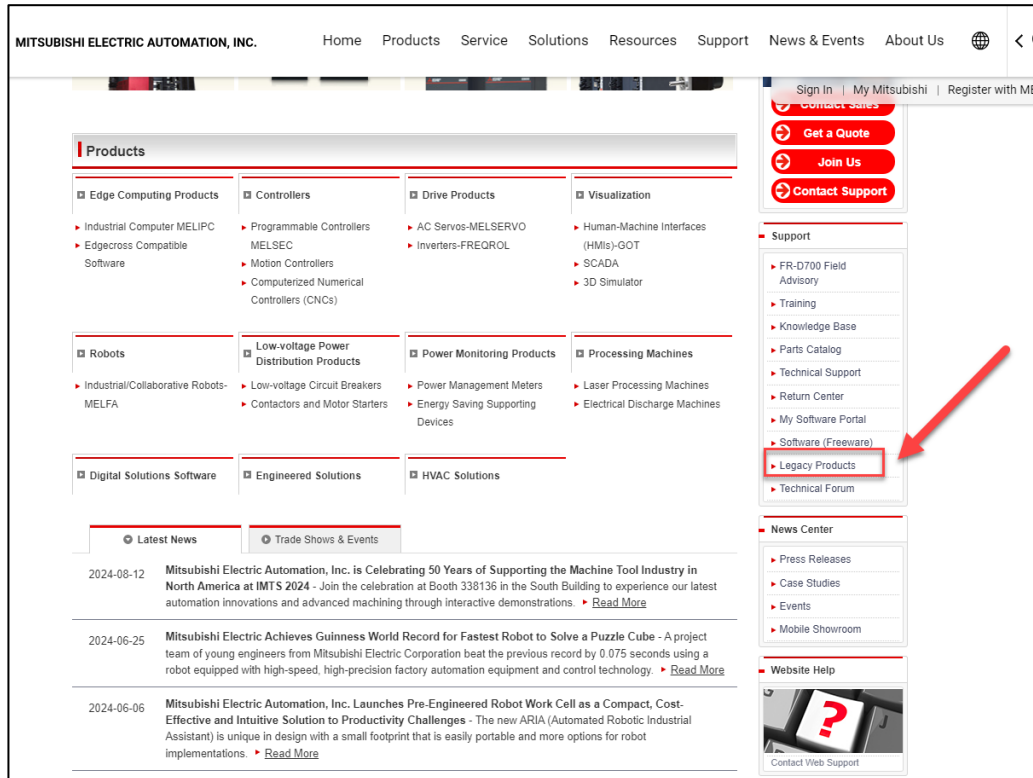
Support – Return Center



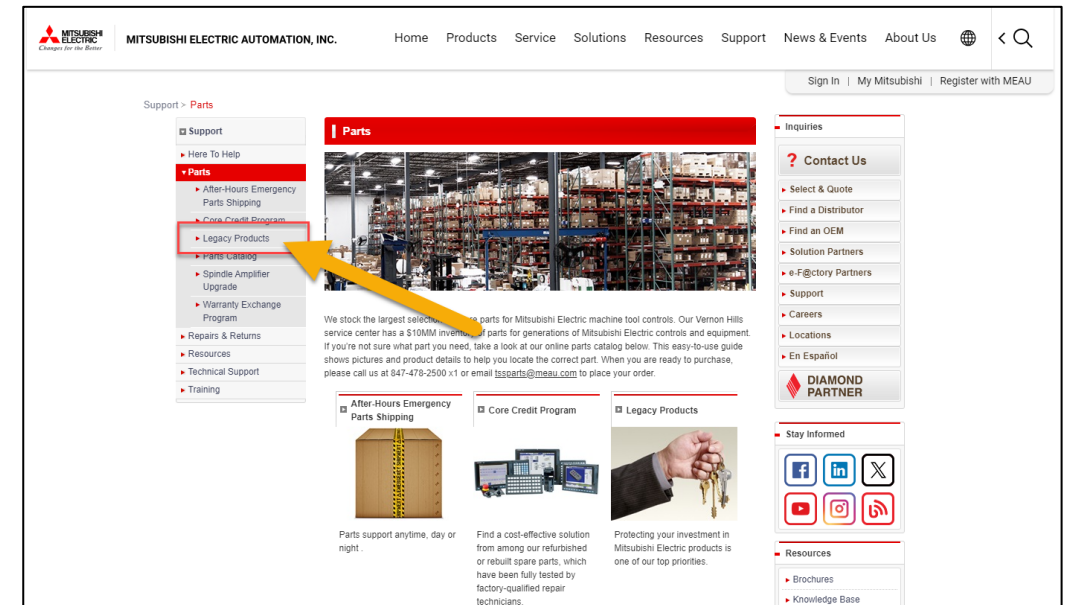
Return Center has been removed from the homepage but continues to be accessible via the website Header in “Support,” then “Repairs & Returns,” to find “Return Center.”



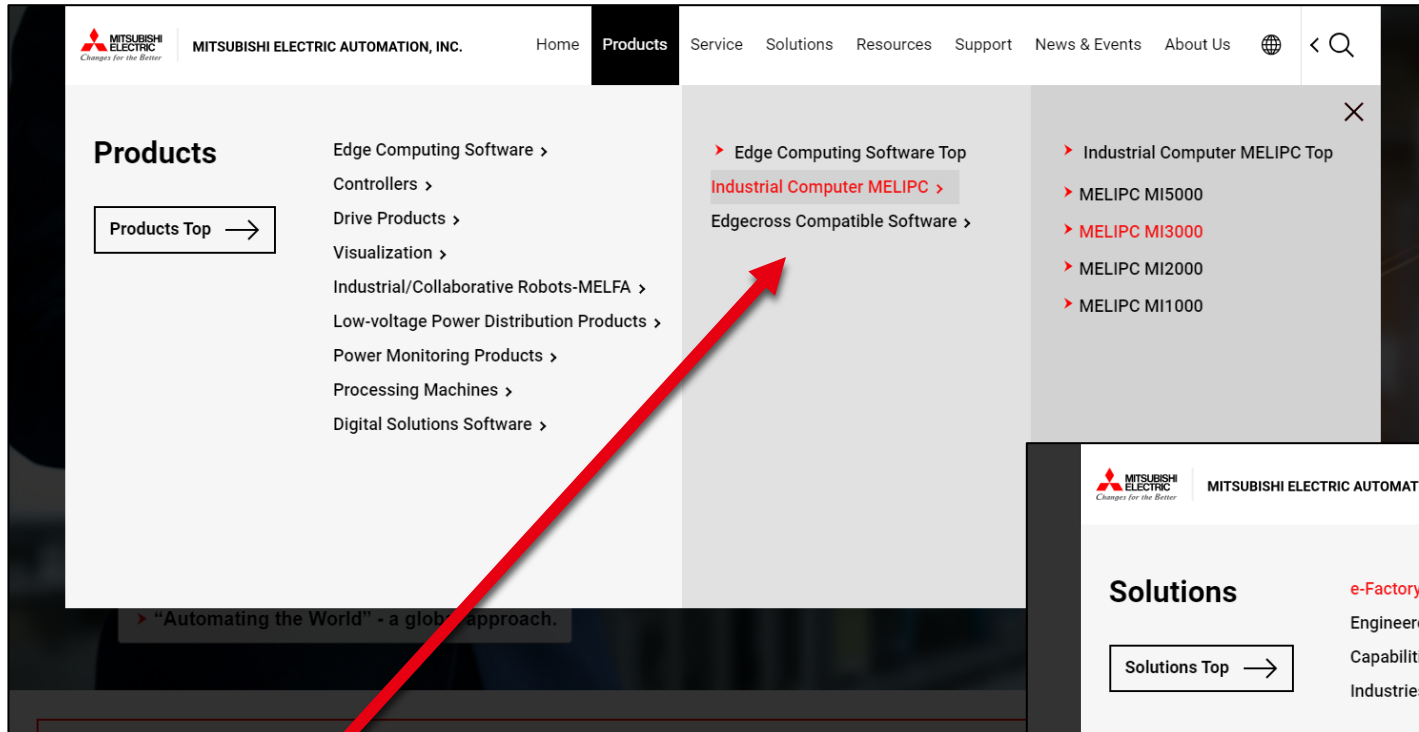
Support – Legacy Products



Legacy Products has been removed from the homepage but continues to be accessible via the website Header in "Support," then "Parts," to find "Legacy Products."

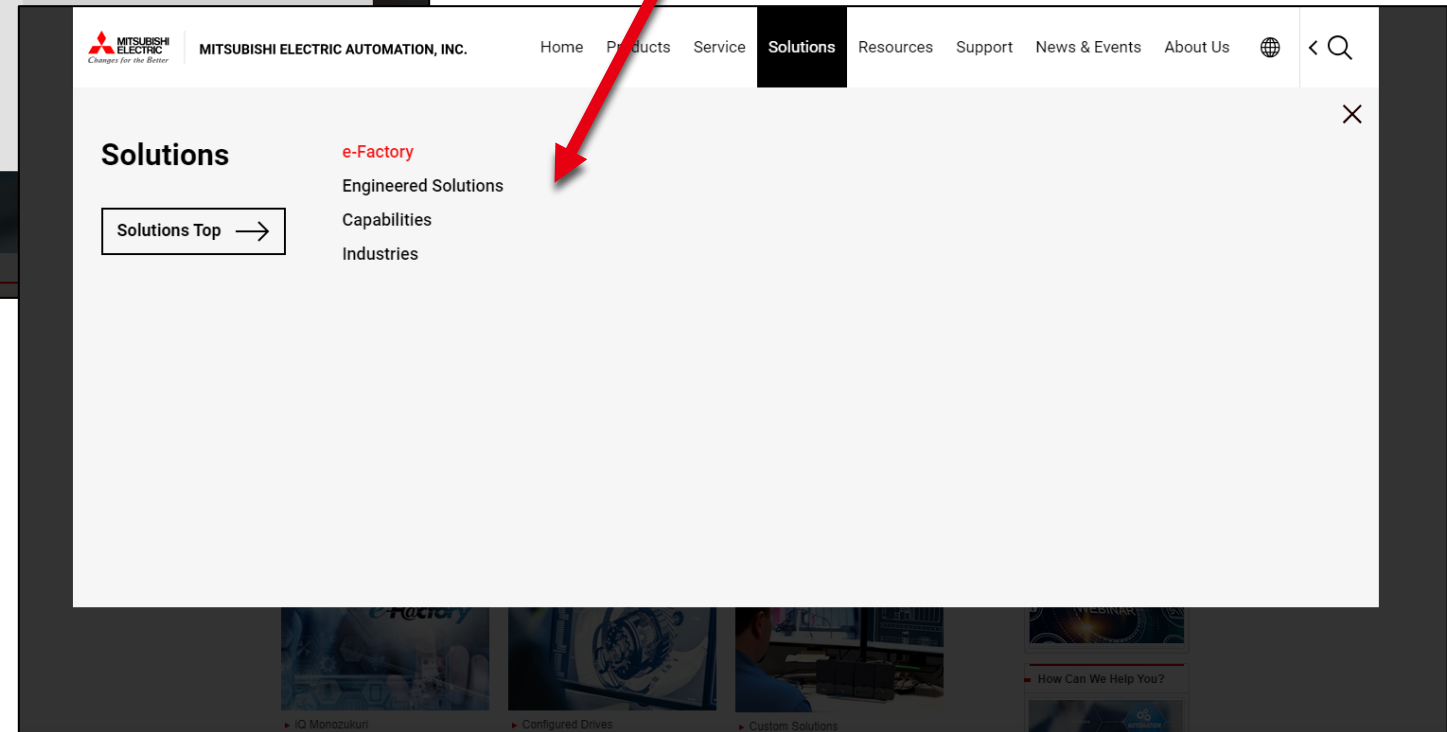


Header Navigation

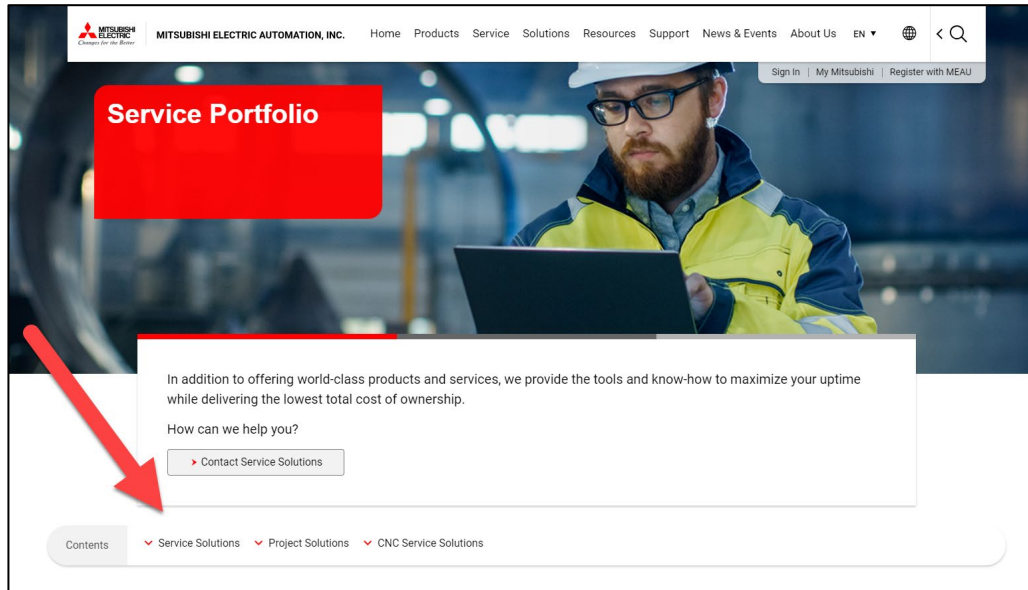


In some areas of the new website, the **Header and its drop-downs will be interactive**, opening up layers of pages through the header. An example of where this occurs is on the Homepage. Eventually, all pages will display this navigation style.

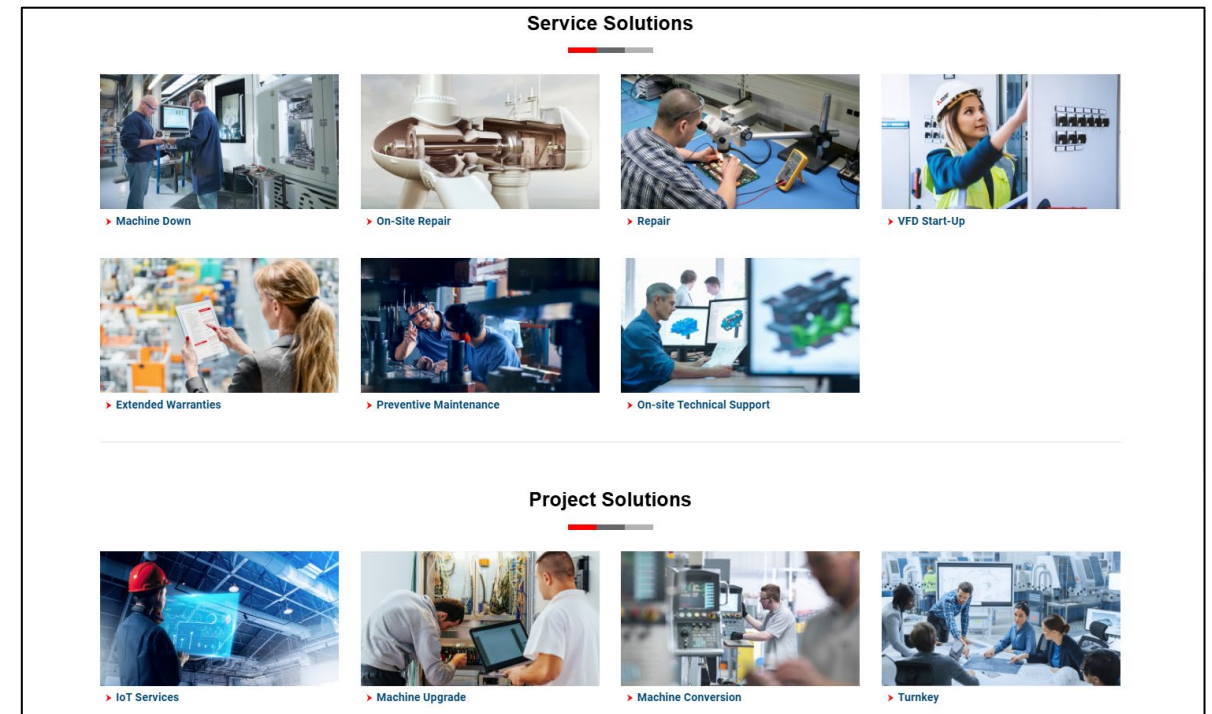
Whereas on other pages of the website, such as when you are on the Resources or Solution pages, the **Header's drop-downs are not interactive**, nor will they open sub-pages when clicked on.



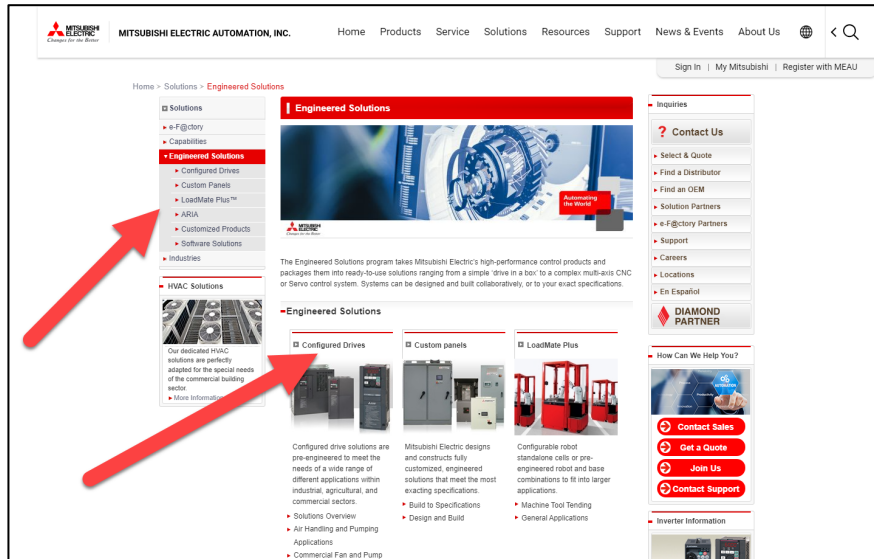
The website's Service and Solutions pages were updated on 10/16/2024, affecting the location of many of the items that existed in the old website design. The following section of this guide explains those changes.



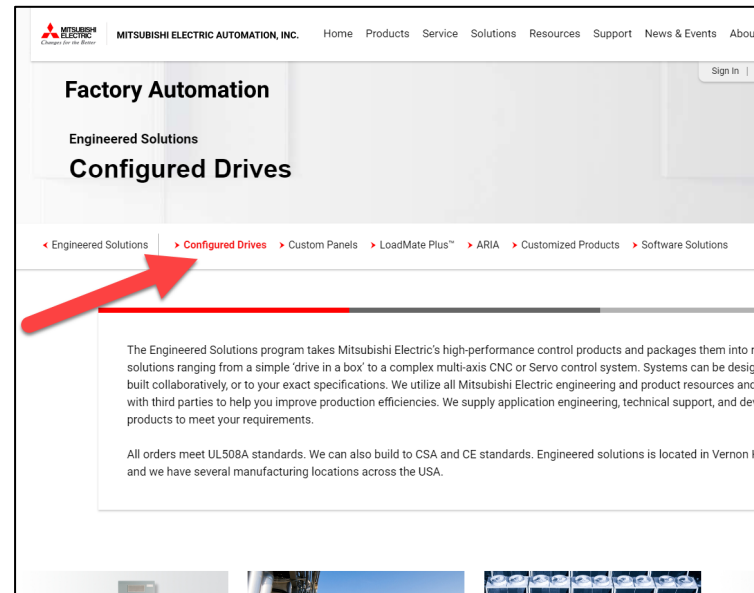
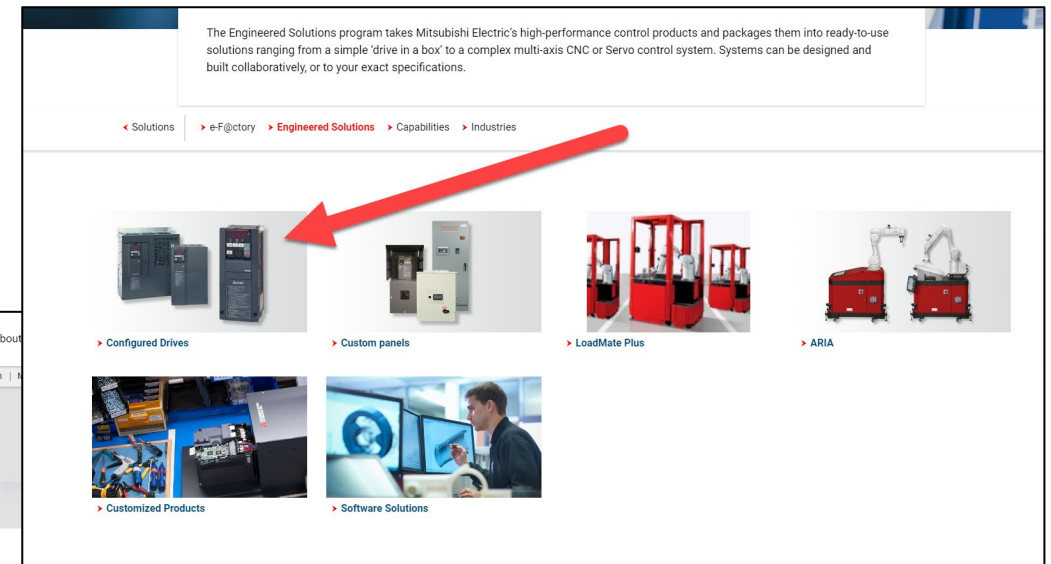
We have added an **anchor bar** at the top level of many sections to improve the user experience by keeping navigation on one page. Users can click through sections without needing to open a new tab. The page will automatically jump down to that section, hiding the top navigation bar.

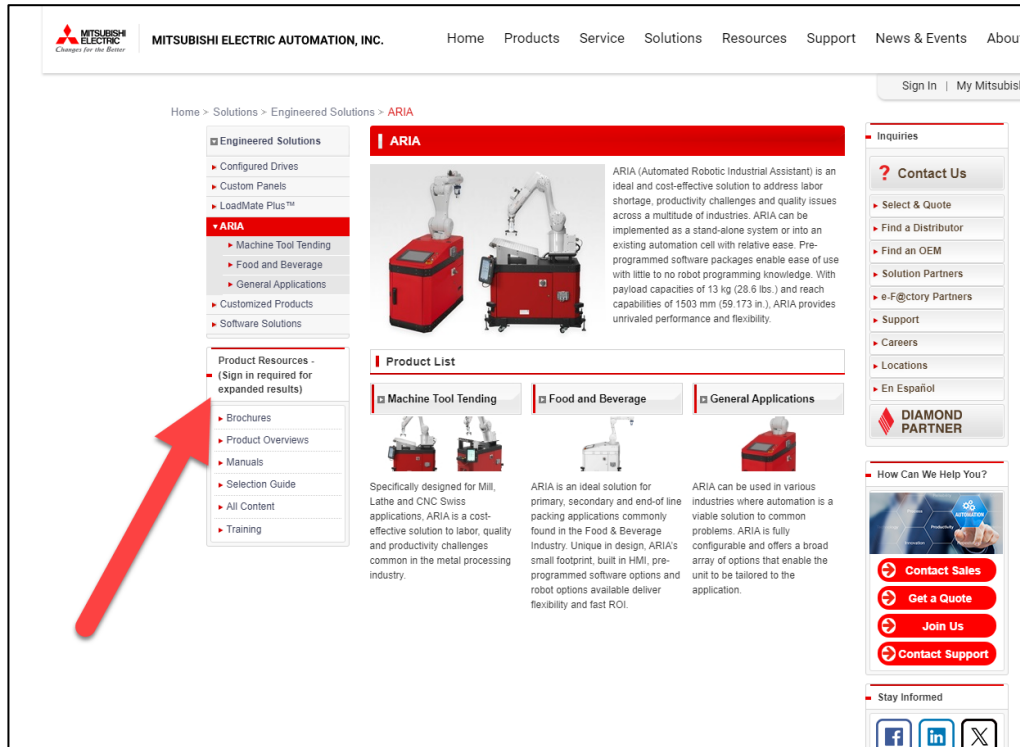


Navigating – Service and Solution Sections

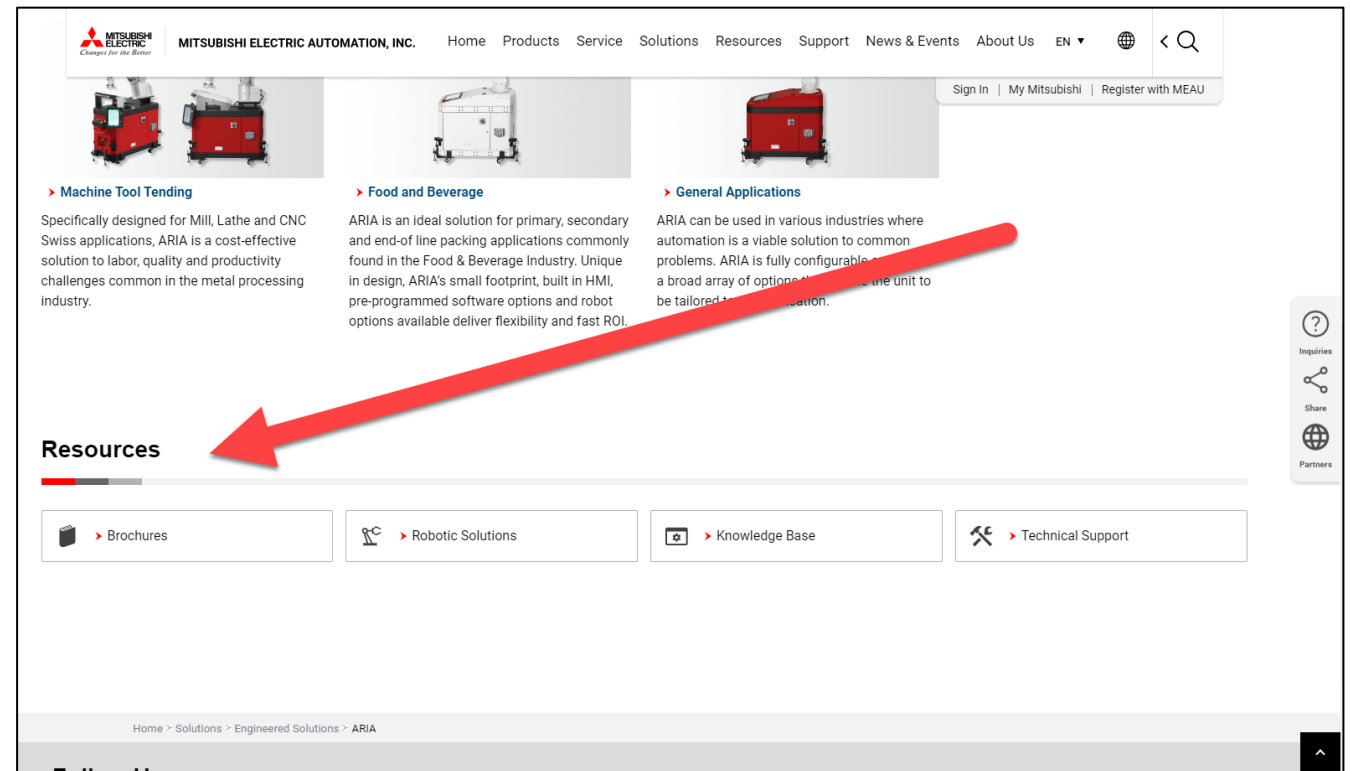


Navigation of pages has been relocated to the center of subpages, allowing you to click on related topics or navigate back to the main page to click on the thumbnails of the section(s) you desire.

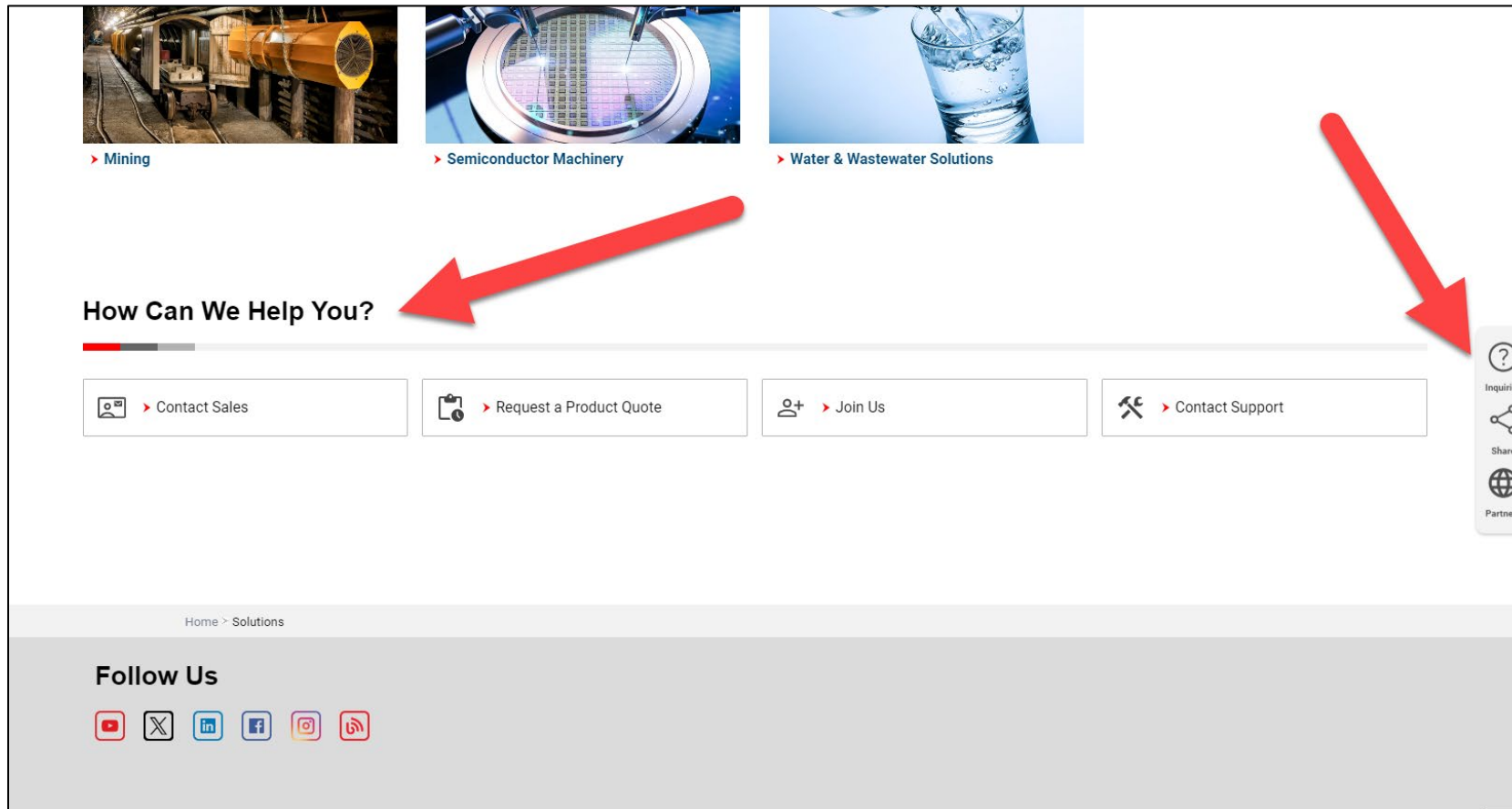




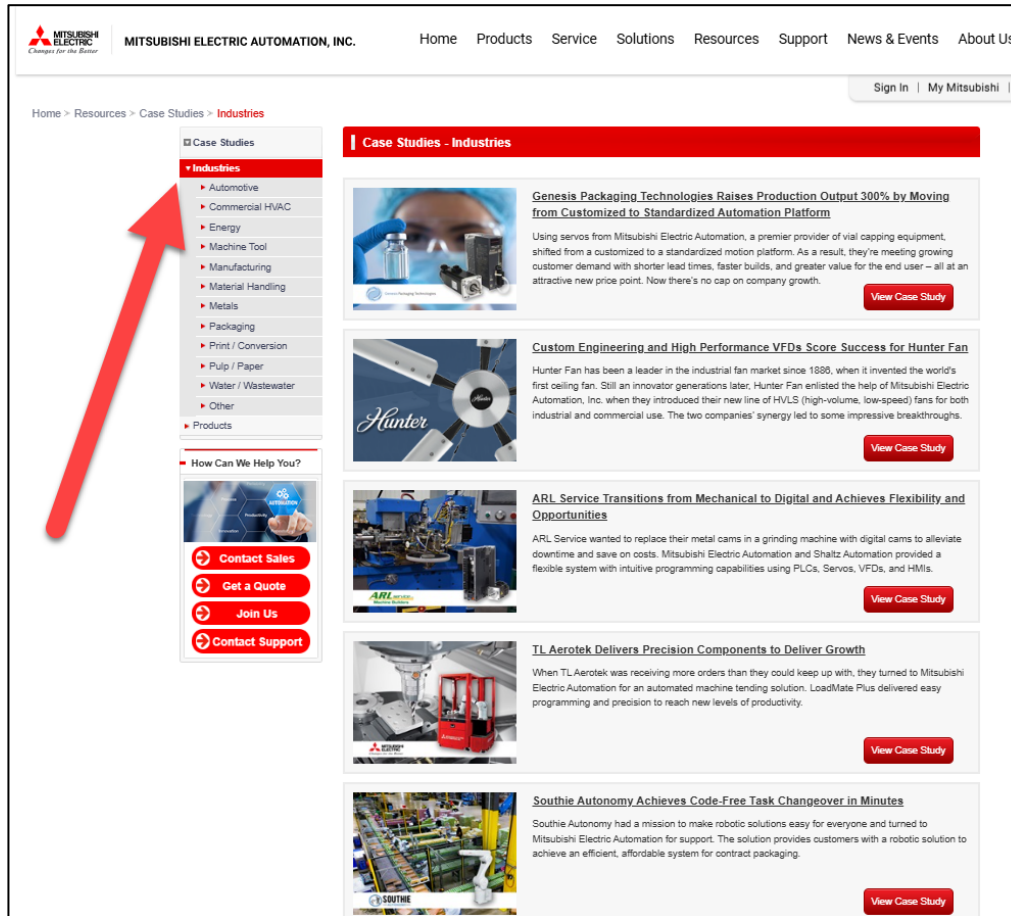
Resources have been relocated from the left navigation panel of the old website, to the bottom of each page on the new website (in most instances) to provide more information on service and solutions offerings.



On pages that do not have a Resources area, it is replaced by “**How Can We Help You?**” links. As a reminder, these links continue to be navigable via our right-side Inquiries icon.



The website's Resources, Support, News & Events, About Us, and more sections were updated on 12/21/2024, affecting the location of many of the items that existed in the old website design. The following section of this guide explains those changes.



MITSUBISHI ELECTRIC AUTOMATION, INC. Home Products Service Solutions Resources Support News & Events About Us

Home > Resources > Case Studies > Industries

Case Studies - Industries

- Case Studies
- Industries**
 - Automotive
 - Commercial HVAC
 - Energy
 - Machine Tool
 - Manufacturing
 - Material Handling
 - Metals
 - Packaging
 - Print / Conversion
 - Pulp / Paper
 - Water / Wastewater
 - Other
- Products

How Can We Help You?

- Contact Sales
- Get a Quote
- Join Us
- Contact Support

Genesis Packaging Technologies Raises Production Output 300% by Moving from Customized to Standardized Automation Platform

Using servos from Mitsubishi Electric Automation, a premier provider of vial capping equipment, shifted from a customized to a standardized motion platform. As a result, they're meeting growing customer demand with shorter lead times, faster builds, and greater value for the end user – all at an attractive new price point. Now there's no cap on company growth.

Custom Engineering and High Performance VFDs Score Success for Hunter Fan

Hunter Fan has been a leader in the industrial fan market since 1886, when it invented the world's first ceiling fan. Still an innovator generations later, Hunter Fan enlisted the help of Mitsubishi Electric Automation, Inc. when they introduced their new line of HVLS (high-volume, low-speed) fans for both industrial and commercial use. The two companies' synergy led to some impressive breakthroughs.

ARL Service Transitions from Mechanical to Digital and Achieves Flexibility and Opportunities

ARL Service wanted to replace their metal cams in a grinding machine with digital cams to alleviate downtime and save on costs. Mitsubishi Electric Automation and Shaltz Automation provided a flexible system with intuitive programming capabilities using PLCs, Servos, VFDs, and HMIs.

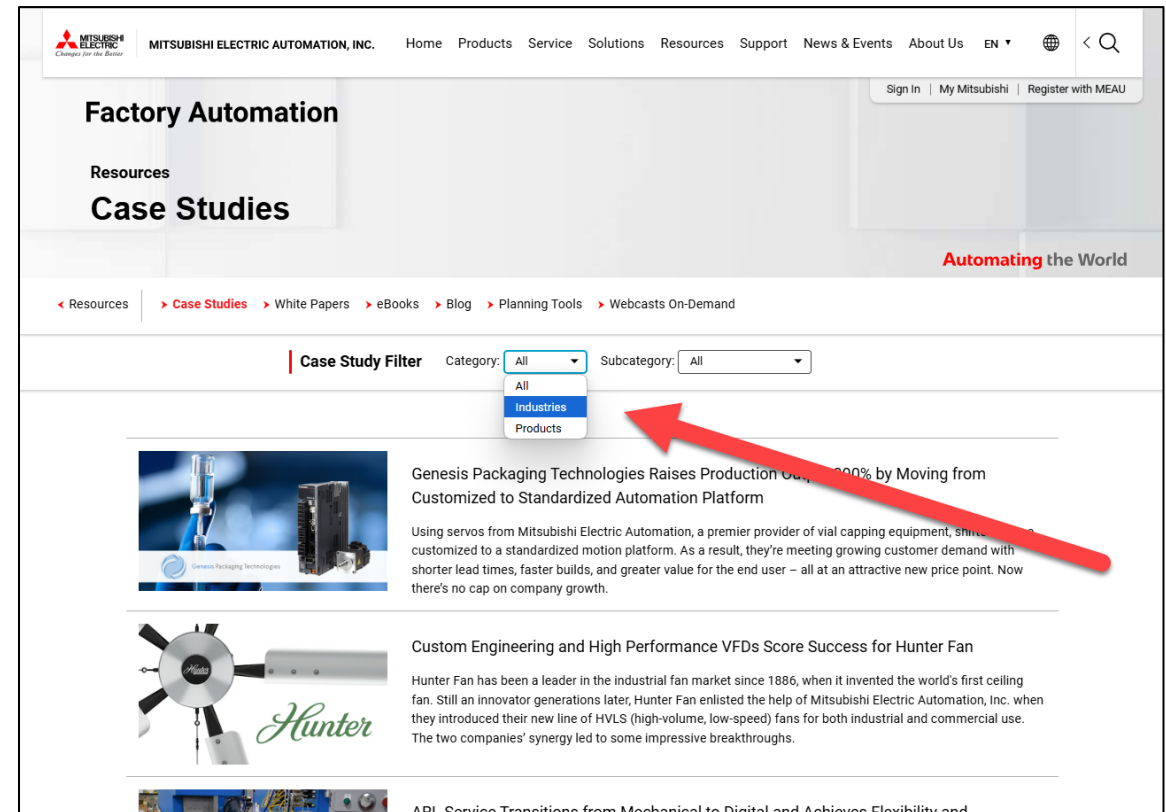
TL Aerotek Delivers Precision Components to Deliver Growth

When TL Aerotek was receiving more orders than they could keep up with, they turned to Mitsubishi Electric Automation for an automated machine tending solution. LoadMate Plus delivered easy programming and precision to reach new levels of productivity.

Southie Autonomy Achieves Code-Free Task Changeover in Minutes

Southie Autonomy had a mission to make robotic solutions easy for everyone and turned to Mitsubishi Electric Automation for support. The solution provides customers with a robotic solution to achieve an efficient, affordable system for contract packaging.

You may now use the filtering function at the top of each page to sort through **Resources** and **News & Events**. Navigate through our content categories just above the filtering function.



MITSUBISHI ELECTRIC AUTOMATION, INC. Home Products Service Solutions Resources Support News & Events About Us EN < Q

Sign In | My Mitsubishi | Register with MEAU

Factory Automation

Resources

Case Studies

Automating the World

< Resources > Case Studies > White Papers > eBooks > Blog > Planning Tools > Webcasts On-Demand

Case Study Filter Category: All Subcategory: All

All Industries Products

Genesis Packaging Technologies Raises Production Output 300% by Moving from Customized to Standardized Automation Platform

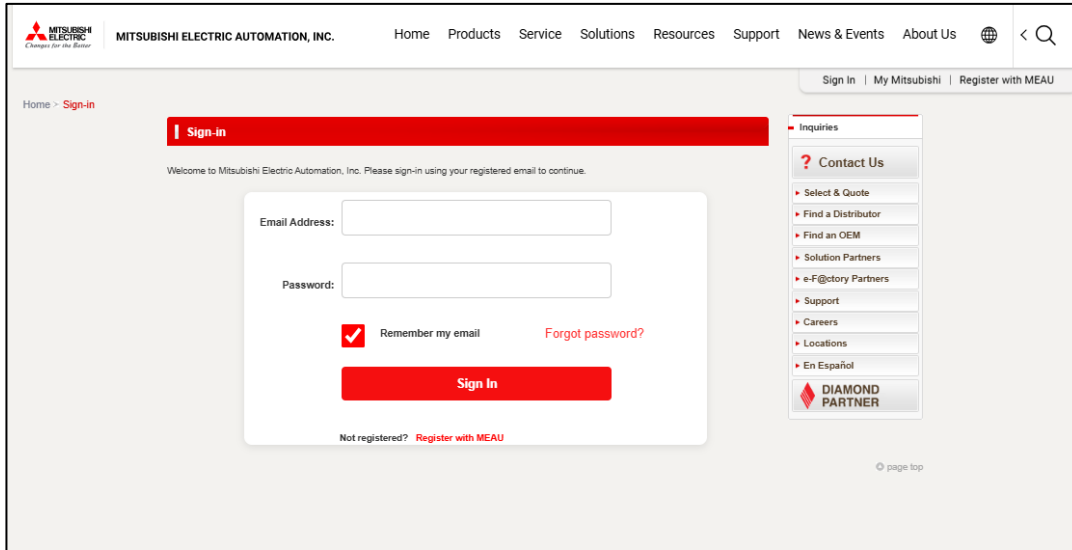
Using servos from Mitsubishi Electric Automation, a premier provider of vial capping equipment, shifted from a customized to a standardized motion platform. As a result, they're meeting growing customer demand with shorter lead times, faster builds, and greater value for the end user – all at an attractive new price point. Now there's no cap on company growth.

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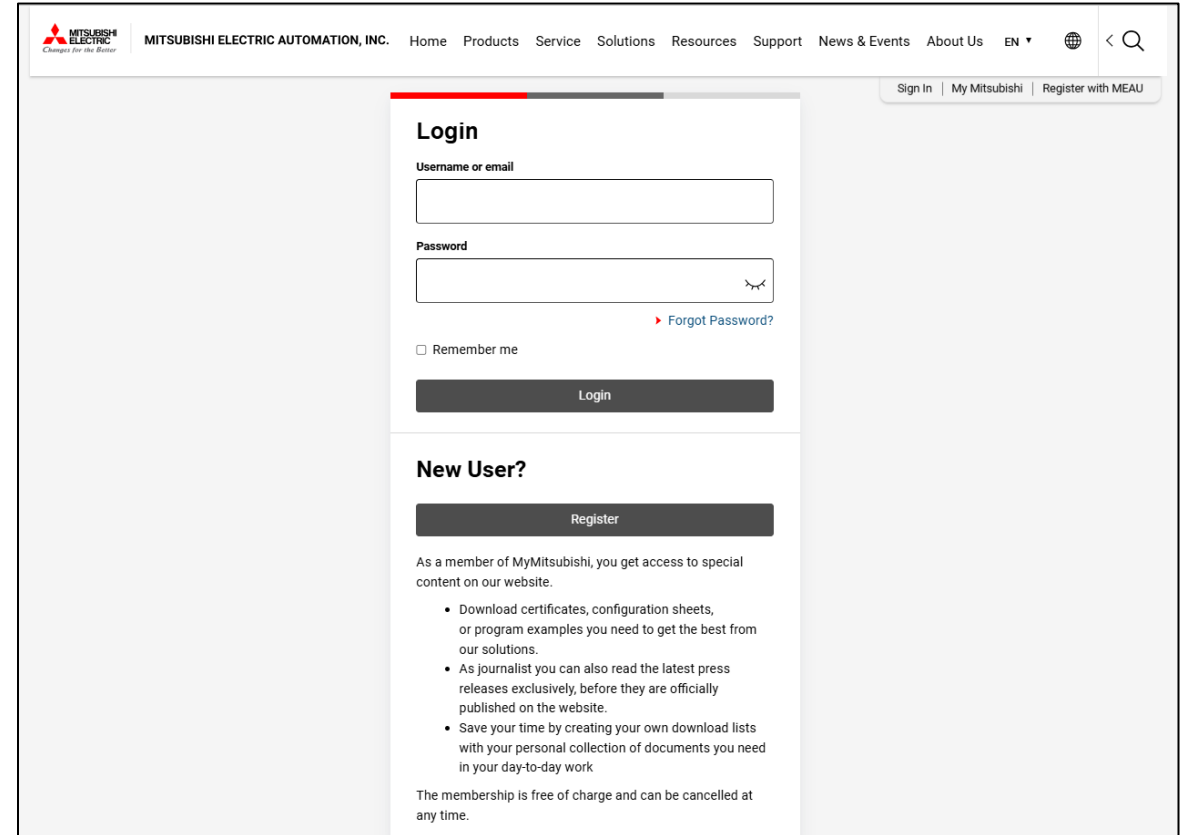
ARL Service Transitions from Mechanical to Digital and Achieves Flexibility and Opportunities

Sign In and Register with MEAU



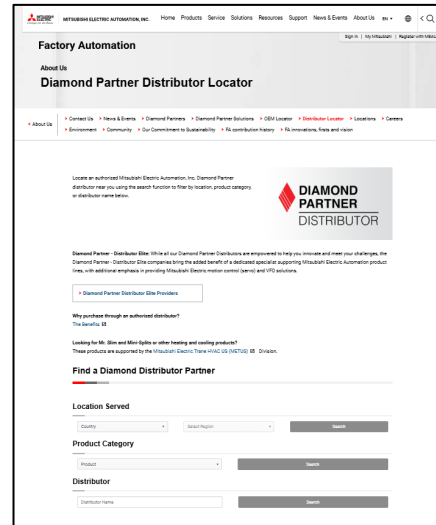
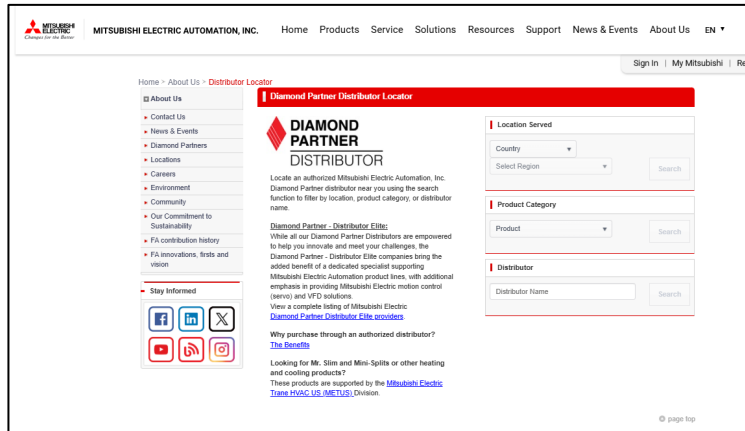
The screenshot shows the old MEAU website interface. At the top is a navigation bar with the Mitsubishi Electric logo, company name, and links for Home, Products, Service, Solutions, Resources, Support, News & Events, and About Us. Below this is a secondary navigation bar with 'Sign In', 'My Mitsubishi', and 'Register with MEAU'. The main content area features a large red 'Sign In' button. Below it, a message reads: 'Welcome to Mitsubishi Electric Automation, Inc. Please sign-in using your registered email to continue.' There are two input fields for 'Email Address' and 'Password'. A 'Remember my email' checkbox is checked, and a 'Forgot password?' link is visible. A red 'Sign In' button is at the bottom of the form. To the right of the form is a sidebar with 'Inquiries' and 'Contact Us' links, followed by a list of services like 'Select & Quote', 'Find a Distributor', etc. At the bottom of the sidebar is a 'DIAMOND PARTNER' badge. A 'page top' link is at the bottom right of the page.

The **Sign In** and **Register with MEAU** pages now support a new look and feel, yet provide the same access to the website.

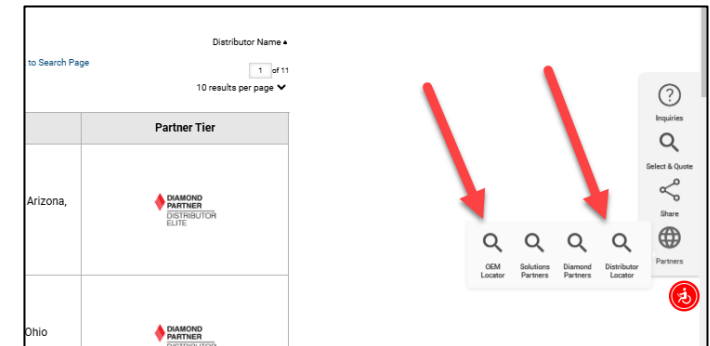
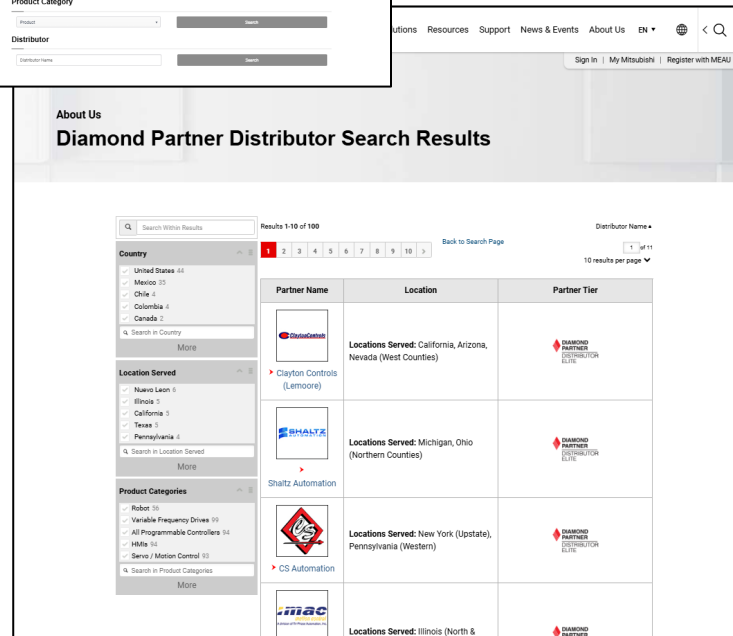
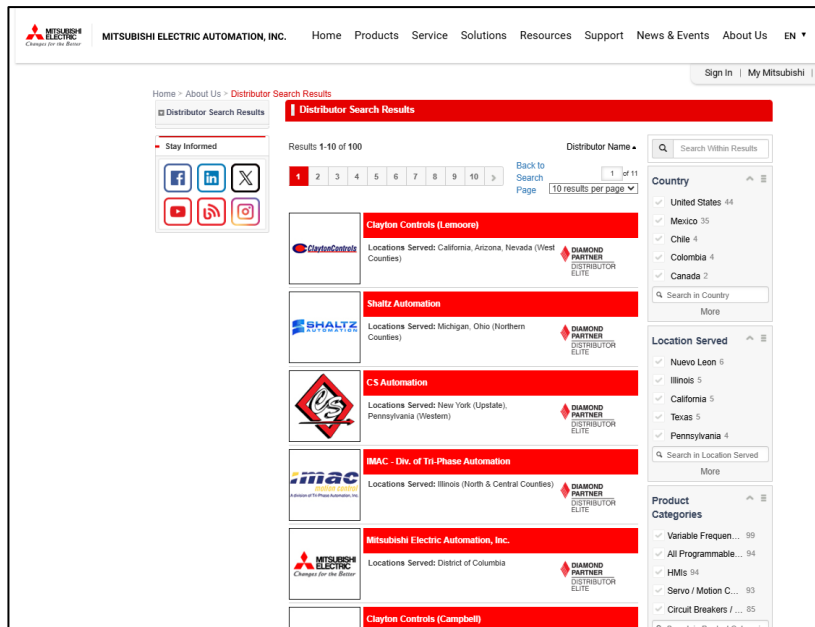


The screenshot shows the new MEAU website interface. The navigation bar is similar to the old version but includes a language dropdown set to 'EN'. The secondary navigation bar also includes 'Sign In', 'My Mitsubishi', and 'Register with MEAU'. The main content area is divided into two sections. The top section is titled 'Login' and contains a 'Username or email' input field, a 'Password' input field with a toggle icon, and a 'Forgot Password?' link. Below these is a 'Remember me' checkbox and a dark 'Login' button. The bottom section is titled 'New User?' and features a dark 'Register' button. Below the button, a message states: 'As a member of MyMitsubishi, you get access to special content on our website.' This is followed by a bulleted list of benefits: downloading certificates and configuration sheets, reading press releases exclusively, and saving time by creating download lists. At the bottom, a note states: 'The membership is free of charge and can be cancelled at any time.'

Locator Pages



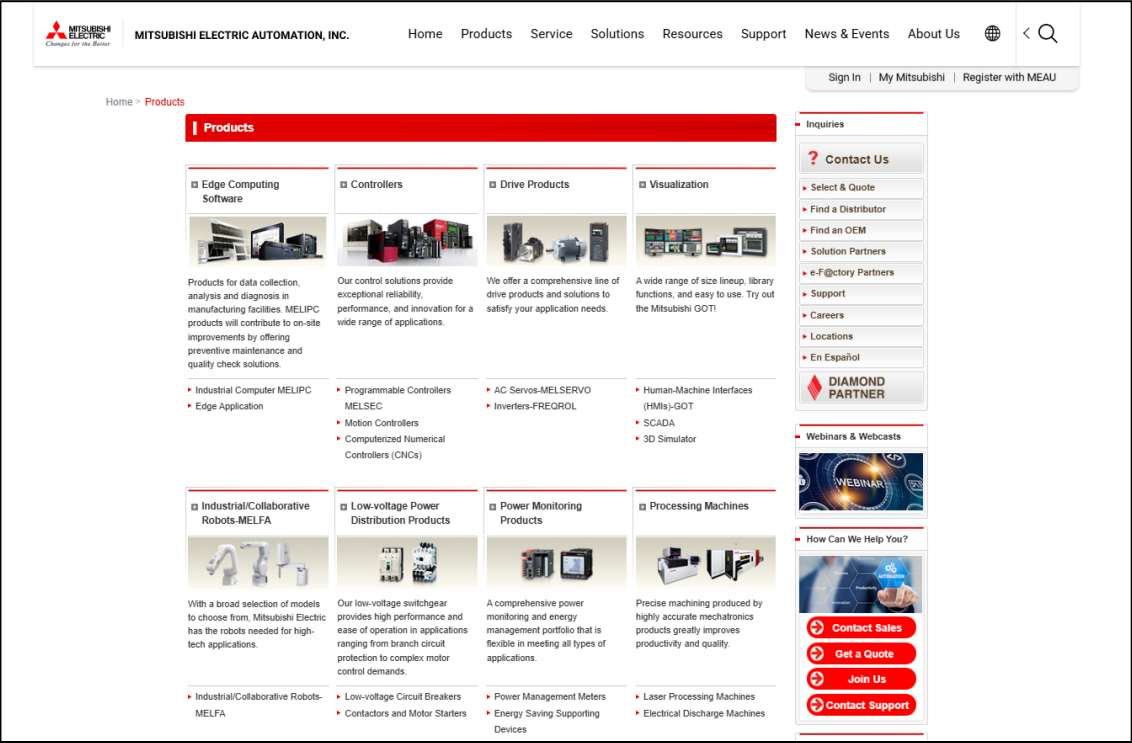
The **Locator** pages (including OEM and Distributor) have been redesigned but maintain a similar filtering function.



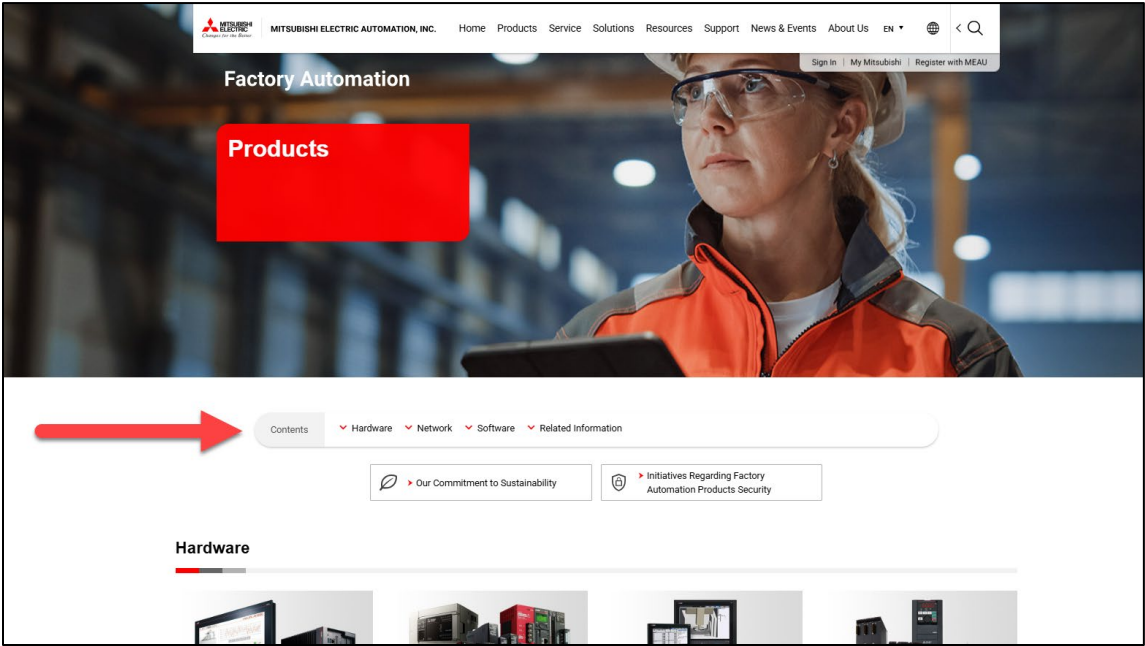
You can continue to find these locators via our right navigation buttons.

The website's Products sections were updated on 4/5/2025 affecting the user experience and location of many of the items that existed in the old website design. The following section of this guide explains those changes.

Navigating to Products

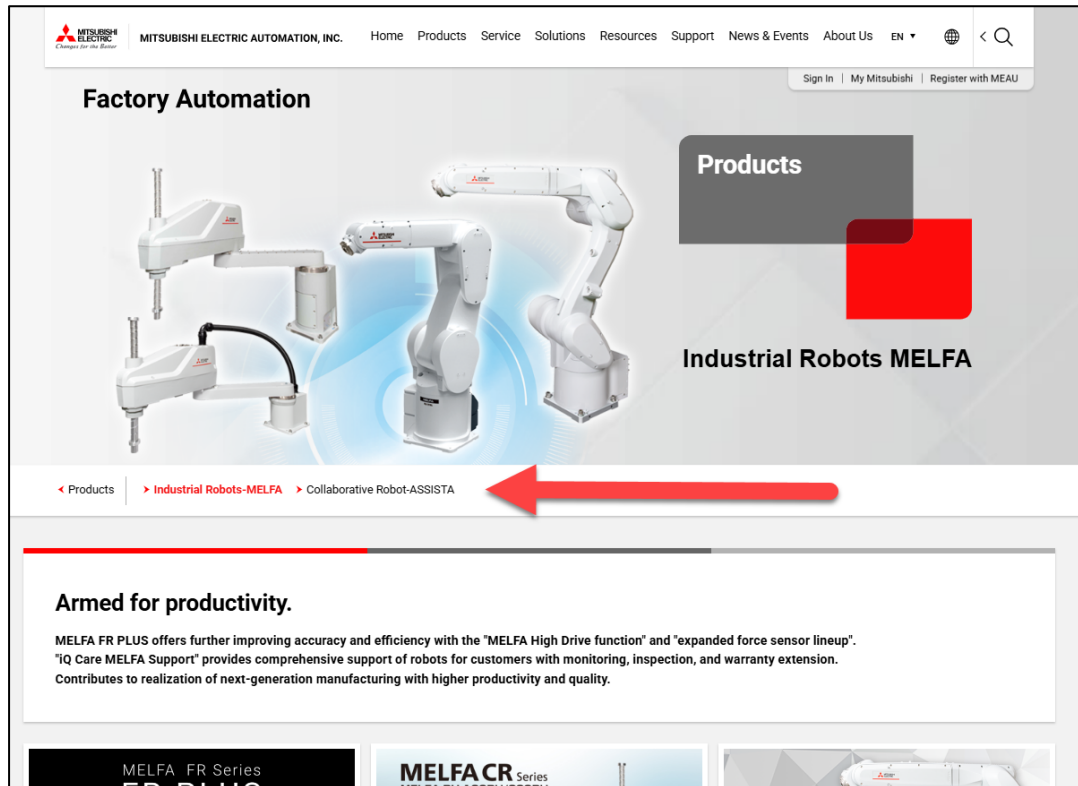


Products can be accessed via the top navigation bar on the website. You may now use the sub-navigation bar at the top of each page to sort through **Product Categories**.

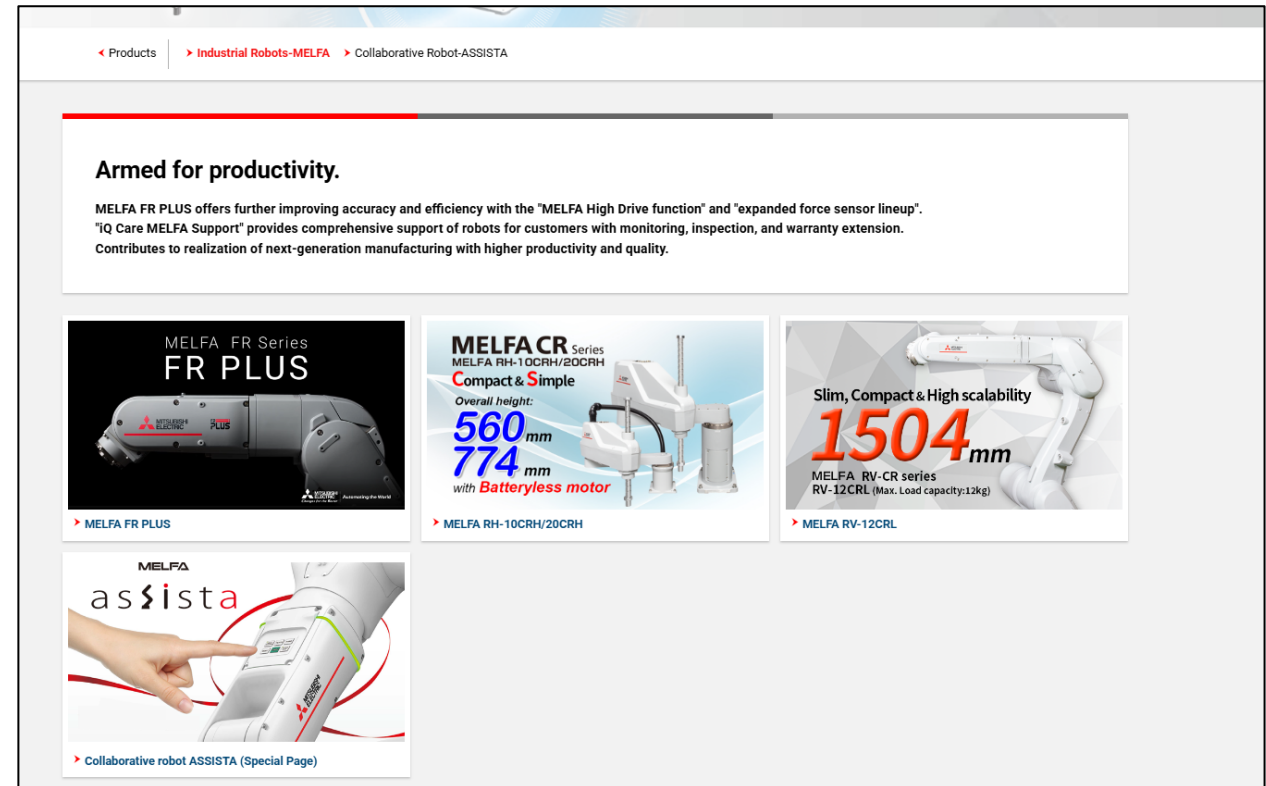


Each product page follows a similar format. **(1)** Navigate to product groups within any given product category. For example, under 'Robots' you can access both Industrial and Collaborative robots. **(2)** Each page has a high-level statement about the product group and any featured news about the product.

(1)




(2)




(3) Product pages then feature the product list, product selection guide, and other additional information. (4) The page concludes with applicable software information, collateral downloads, related links, and our standard contact resources.

(3)


Product List




Vertical articulated robot
Capable of covering a large work area and large load capacity. Suitable for a broad range of layouts, from complex assemble and processing to transporting machine parts.




Horizontal articulated robot
Ideal for a wide range of fields, from high-volume production of foodstuffs and pharmaceuticals that demands fast operation, through to assembly work where high levels of precision are required.




MELFA FR PLUS
Offers reduced positioning time and improved trajectory accuracy with the "MELFA High Drive function" and supports a wider range of applications with "expanded force sensor lineup".




MELFA Smart Plus
Advanced intelligent functions provide leading edge functions for all phases of customer's operations, from design and startup through to operation and maintenance.



Intelligent Options
By utilizing further advanced options such as high precision vision sensors or force sensor, it can automate the advanced work that couldn't be done until now.

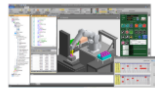

[Product Selection Guide](#)


[FA e-learning](#)

[Discontinued products](#)


(4)

Software



MELSOFT RT Toolbox3
Next-generation total engineering support software. The product line includes [RT Toolbox 3 Pro] that allows robot simulations to be run on a 3D CAD software.

Download



Recommended Catalog
MELFA FR Series


[Brochures](#)

[Manuals \(Login Required\)](#)


[Knowledge Base](#)

[Software](#)

Related Links





FA e-Learning
Self-paced e-learning courses to increase your factory automation skills.





"Search by specifications"
is now available as an App. FA SPEC Search

How Can We Help You?

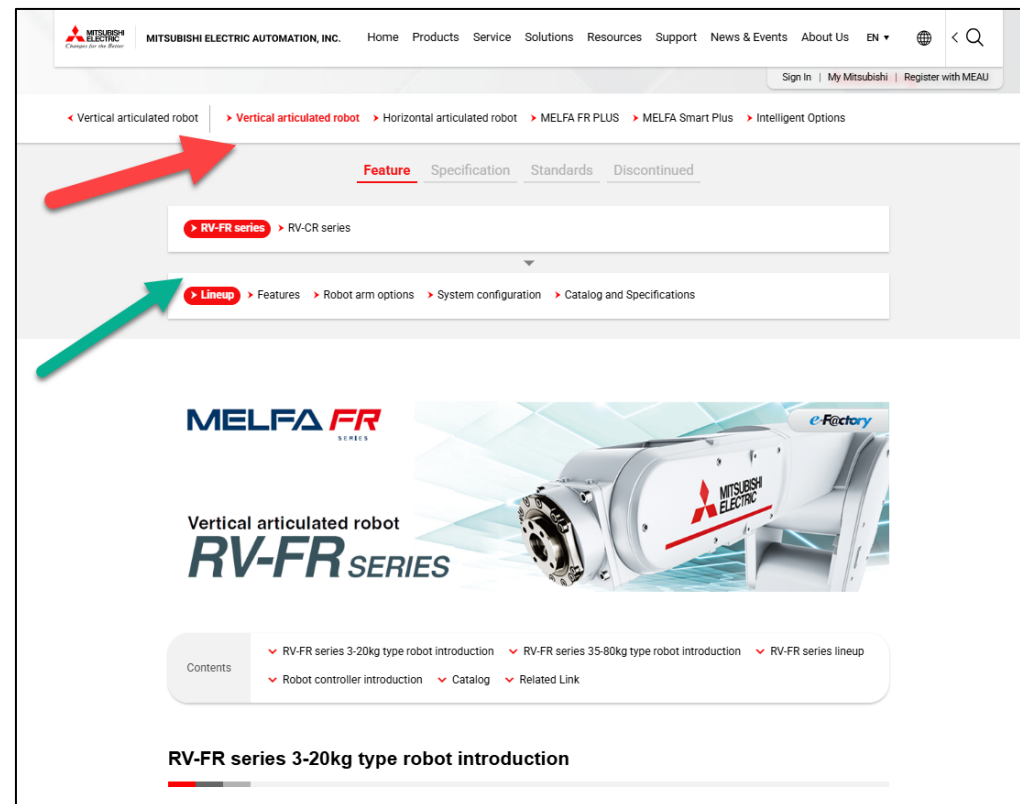

[Contact Sales](#)

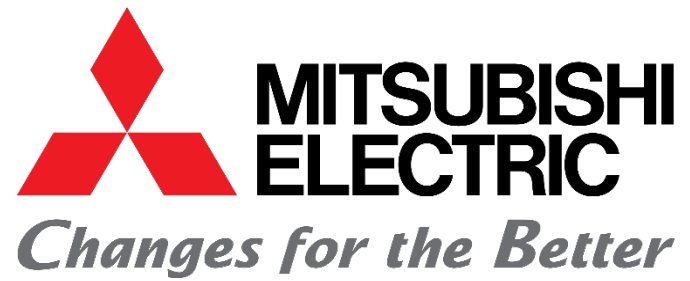

[Request a Product Quote](#)


[Join Us](#)


[Contact Support](#)

Each product series has a similar navigation style. To access specific information such as lineup, features, system configurations, and catalogs/specs, you may use the navigation bar pointed to by the **GREEN** arrow. If you wish to switch to other product groups, you may refer back to the sub-navigation bar, as addressed in slide 26, pointed to by the **RED** arrow.





Automating the World