

AAE expands to North America with acquisition of Solara Automation

Helmond, July 1st, 2024 – AAE, a leading family-owned high-tech machine and module manufacturer from Helmond, proudly announces its expansion into North America through the recent acquisition of Solara Automation. This automation company is based in Morrisville, North Carolina, near the Research Triangle Park. This move is part of AAE's internationalization strategy and addresses the needs of its globally operating clients. AAE has big ambitions, for the step into North America is just the beginning.

This globalization initiative supports the 'local for local' strategy and the ambition to be the 'Best for the World,' where AAE is aiming to become a net-positive company on social, economic, and ecological levels. By forming a corporate structure without a central headquarters, AAE expands into North America to respond to market demand and thus enhance their global impact.

AAE Europe and AAE North America

AAE's 'local for local' strategy means having local facilities on different continents to optimally serve its customers. European clients are served by AAE Europe, while North American clients are served by AAE North America. By operating close to their customers, AAE responds to an increasing demand for local suppliers in the U.S. market.

AAE places great value on understanding customer DNA, an essential trait when it comes to developing and producing customer-specific modules and machines. AAE's understanding of customer needs goes hand in hand with their ability to deliver products of the highest possible quality. With their 'local for local' strategy, AAE follows their globally operating clients who prefer to work with trusted suppliers on multiple continents.

Research triangle park: a no-brainer

The acquired Solara Automation is located near the 'Research Triangle Park' in North Carolina which is, similar to the 'Brainport region' in Eindhoven and surrounding areas, buzzing with innovation. This area is one of the strongest economic regions in the North America and offers a fertile environment for technological development, partly thanks to a network of three leading technical universities that gave the triangle its name. Additionally, many companies are active in sectors relevant to AAE, such as the (bio)medical, pharmaceutical, and life science sectors. Therefore, it was a no-brainer for AAE to establish themselves here.

AAE opts for a gradual execution

Based on thorough market research, AAE has determined a clear focus. The research shows that the North American market for Printing & Assembly Automation, one of the three business lines through which AAE offers its own automation solutions as an OEM, has significant growth potential. The American market for Printing & Assembly Automation is twice the size of its counterpart in Europe, and has a strong demand for automation solutions. Therefore, AAE's putting their focus on this business line initially in order to respond to this strong demand in North America.

After introducing Printing & Assembly Automation, AAE plans to introduce their other two business lines to North America in quick succession: Advanced OEM Systems, where the company collaborates with clients on their OEM systems, and Ultra-Conditioned Precision Modules, high-quality, ultra-precise OEM modules that must operate under extreme conditions.

Global impact from North America to Asia

The move to North America marks just the beginning of AAE's globalization plans. Shortly, the company will also expand into Asia to enhance their global impact and apply the 'local for local' strategy there as well. All entities will be formed similarly, based on the three business lines in which

AAE operates, in line with the AAE culture and without a central headquarters. Local directors will collectively form the global leadership of AAE.

Frank Mulders, CEO of AAE: “Our steps to North America, and later to Asia, are taking gradually and carefully. We do this at our own pace, which means laying a solid foundation in the coming years to build on. Our steps are based on thorough research and align with our ambitions. Although all locations will be autonomous entities, they will be part of a bigger picture, for example with the exchange of best practices among them. Synergies must be pursued by sharing systems, procedures, and processes. Our distinctive AAE culture, that puts its focus on ambition, decisiveness, people-centricity, and collaboration, remains at the core of everything we do and will adapt to the region where the company operates. Similar cultural values are essential and the only way to long-term success. We found that, along with their automation expertise, in Solara. The course is set, and we are determined! 'Full throttle', as we use to say at AAE!”

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