



For Immediate Release

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LestaUSA Brings Self-Learning Italian-Engineered Robotic Finishing Technology to United States Manufacturers

Lesta has announced its entry into the U.S. market as LestaUSA to allow manufacturers of any size to incorporate robotic finishing technology without the need for complicated programming or teach pendants.

With its roots in Italy, LestaUSA offers affordable technology for liquid, powder coat, and fiberglass applications. “Our robotic technology itself isn’t new,” said Derek DeGeest, President of LestaUSA. “What’s unique here is that Lesta’s proven technology is so simple that, upon completion of the installation, a manufacturer of any size can literally be making their own programs and finishing robotically on Day One.”

Whereas other robotic finishing technology requires engineers and robotic programmers, LestaUSA is self-learning and only needs your painter or finishing specialist. Lesta robots go into a weightless learning mode while in the hands of a company’s best finisher, who then completes the finishing cycle on a desired part as the software creates its own robotic code of every movement and spray technique. The finisher’s exact technique, including the application of the paint or powder, is saved and then mirrored by the robot on future jobs.

“Adding LestaUSA robotic systems will improve any operation’s efficiencies and bottom line,” added DeGeest. “Painters are amazed when they see their work automated by the robot. It’s like capturing the knowledge of your best painter and hitting copy and repeat to free up your talent to help your company accomplish more.”

Lesta technology can be seen firsthand at LestaUSA’s showroom inside DeGeest Steel Works near Sioux Falls, South Dakota. Appointments to experience and use a Lesta robot can be made by phone (1-888-546-2800) or email (robotics@lestausa.com).

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ABOUT LESTAUSA

LestaUSA is the North American distributor, integrator, manufacturer and technical support for mechanical and software of Lesta robots built for industrial finishing applications. Lesta’s proven Italian robotic technology can be used for liquid, powder coating, and fiberglass on metal, wood, composite materials, ceramics and plastics. Lesta is an industry leader with over 300 systems being used worldwide in small, mid and large companies. Visit www.lestausa.com to view videos of the robots in various applications.